



**Contacts**

FEB.

1949





# EATON SPRING DANCE

of 1949

At the Civic Auditorium

Wednesday Evening, April 13

VALUABLE PRIZES!

WATCH FOR  
FURTHER DETAILS

This Is YOUR Dance—Keep the Date Open!

## IN THIS ISSUE

	Page		Page
Valentine Sweethearts .....	1	Salute To Mr. Harry Keough .....	20
Manitoba's First Lady .....	2	John Kemp Retires .....	21
Port Arthur Store Has "Growing Pains" .....	3	Eaton Men Honored At Vancouver .....	22, 23
Thank You, Sponsors .....	4, 5	Welcome To The Quarter-Century Club .....	24-26
Winnipeg Loved Mother Goose Windows .....	6	Botting, Buckboro and Bell .....	27
Letters of Credit .....	7	Notebook For The Bride .....	28
A Hospital To Be Proud Of .....	8, 9	"And So They Were Married" .....	29
Progress Depends On Knowledge .....	10	The McClure Dispatches First Rock .....	30
Enthusiasm Coming Up! .....	11	High School Curlers Guests of Eaton's .....	31
You and Parliament .....	12, 13	Blue Birds Ski Club .....	32
What's Going On Around Here? .....	14	Down The Alley .....	33
Welcome, Scottish Curlers .....	15	Around The Store .....	34-37
Christmas Capers .....	16	"So Nice To Be Remembered" .....	38
Dancers' "Youthful Grace" Astounds Shoemen .....	17	Seen and Heard in the Mail Order .....	39, 40
Brandon Eatonians Usher in Christmas .....	18	More Valentine Sweethearts .....	41
Eatonians Entertain Old Folk .....	19	Farm and Home Week Delegates .....	42
So Long! . . . And the Best of Luck! .....	20, 21	It's Your Orchestra .....	43
		In Memoriam .....	44, Inside Back Cover



## Folks, Meet "DIAMOND EDDIE!"

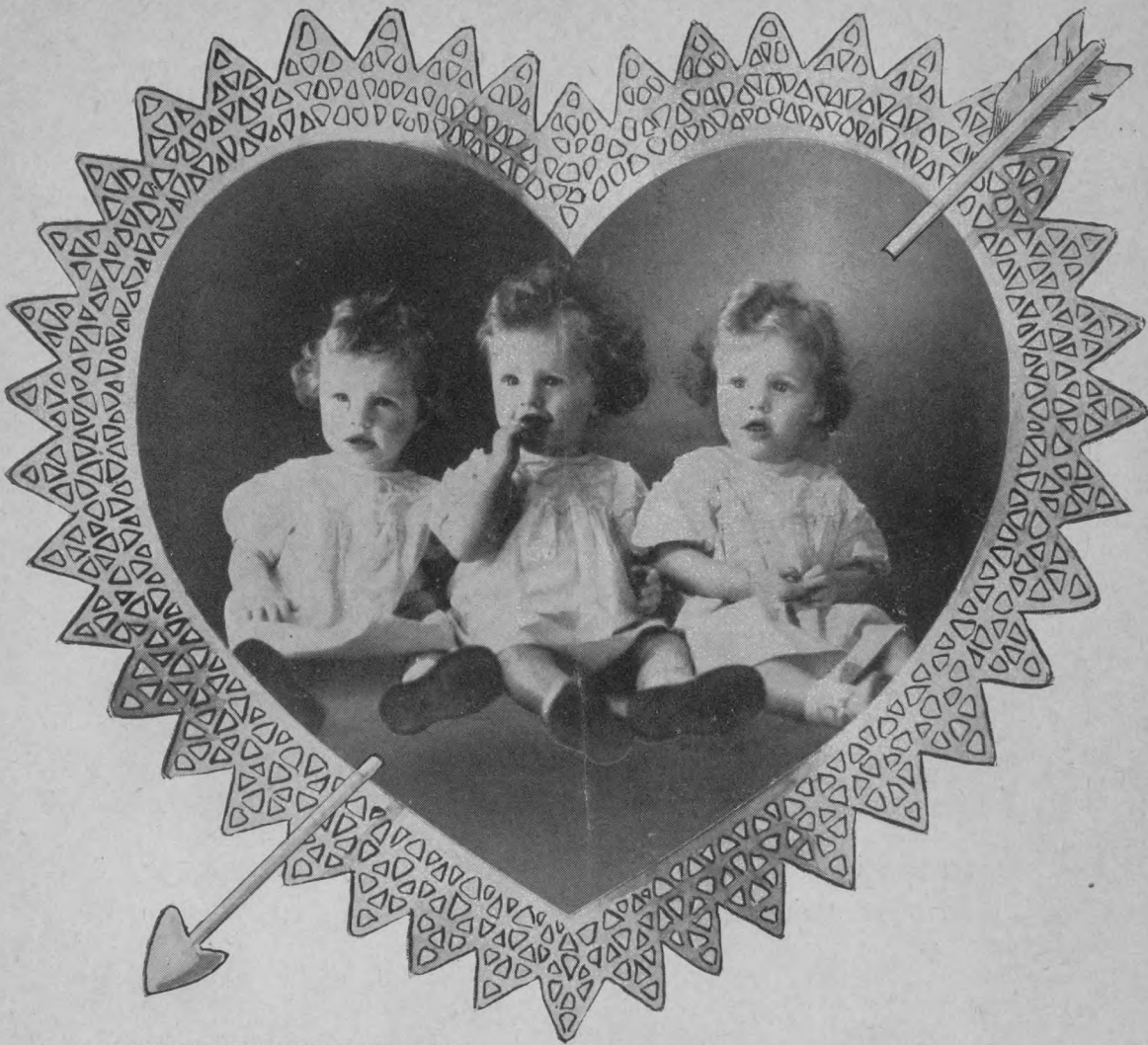
Who is Diamond Eddie? He is a symbol of the true 100 per cent Eatonian—loyal, efficient, enthusiastic! Diamond Eddie believes in a well rounded-out plan of living. By keeping fit he's full of energy—accepts the challenge of hard work—and radiates good-will.

He studies for self-improvement, reads good literature, relaxes with a hobby. By studying, observing, thinking, he develops imagination. That helps him to come up with a new idea now and then. Yet he never lets his imagination get out of hand.

Diamond Eddie respects authority — those who cannot obey cannot command. He believes that tact as a stepping stone to success has no equal. That the best way to get what he wants is to help others.

Diamond Eddie doesn't believe in waiting for opportunity—he makes the opportunity.

You'll hear more about Diamond Eddie—he's an important figure in your life—important because he's YOU!



VALENTINE SWEETHEARTS . . .

## "THREE OF A KIND!"

Rita, Carol and Susan, 14 months young—daughters of Mr. Herb Godsmark, department 1784. As this is the first time Contacts has been honored with a threesome in its gallery of bewitching babies, we're giving Rita, Carol and Susan front page billing!

\*\*\*\*\*

## RECENT APPOINTMENTS

### Winnipeg

Department 270—Furniture and sewing machines;  
Department 70—Furniture, sewing machines, beds,  
springs and mattresses:  
MR. W. G. THOMSON, supervisor.

Department 270—Furniture and sewing machines:  
MR. J. W. MOSS, head of department.

MR. D. HOWAT, assistant to Mr. W. L. Palk in  
the superintendent's office.

Department W239—Infants', children's, boys' and  
misses' shoes and rubbers;

Department W39—Infants', children's, boys' and  
misses' shoes and rubbers:  
MR. P. W. CARTER, supervisor.

Department W37—Men's boots, shoes and rubbers:  
MR. G. D. B. ANGUS, head of department.

Department W259—Electric refrigerators:  
MR. R. M. SPICER, head of department.  
MR. D. L. SMITH, signature.

Department W260—Radios, music, instruments,  
records:  
MR. D. L. SMITH, head of department.  
MR. R. M. SPICER, signature.

Department W272—Carpets and linoleum;  
Department W373—Oriental rugs:  
MR. W. PATTERSON, head of department.

Department W373—  
MR. E. G. KEENA, assistant.

(Continued on Page Two)



## Manitoba's First Lady and Her New Book

**Mrs. R. F. McWilliams Caught by the Camera as She Autographs Copies of "This New Canada"**

When her recent book, "This New Canada," came from the publishers, Mrs. R. F. McWilliams, wife of His Honor, the Lieutenant-Governor of Manitoba, graciously consented to autograph copies of it in Eaton's book department.

Recognized as one of Canada's most outstanding women, Margaret McWilliams, LL.D., also authored "Manitoba's Milestones" and has for many years been a leader in all phases of educational development in Canada.

"This New Canada" is now in its second printing.

## RECENT APPOINTMENTS

(Continued from Page One)

### Winnipeg

Department W272—

MR. M. WESTMACOTT, signature.

Department W39—Infants', children's, boys' and misses' shoes and rubbers:

MR. K. SUTHERLAND, head of department.

Department W261—Sporting goods, bicycles, guns, luggage, auto accessories;

Department W263—Tires and tubes:

MR. A. L. BARRY, head of department.

MR. J. A. BAXTER, assistant.

### Calgary

Department C215—Jewelry, notions, fancy goods, wools, silverware;

Department C252—China and glassware:

MR. S. H. COMBA, head of department.

Department C260—Washing machines, ironers, vacuums, electric refrigerators, electric appliances, radios, accessories, pianos:

MR. J. V. SPURR, assistant.

Department C253—Toys, wheel goods, hardware, sporting goods, bicycles, baggage, auto accessories;

Department C263—Tires and tubes:

MR. J. WARD, assistant.

Department C201—Gloves, hosiery, umbrellas, handkerchiefs, neckwear:

MR. J. H. H. MOONEY, head of department.

Merchandise Display and Window Department—MR. J. FRIZZLE, assistant.

### Kamsack Order Office

MISS MARIAN REZANSOFF, in charge.



# "Growing Pains" at PORT ARTHUR



## Extension to Eaton's Highly Modern Store at the Lakehead Now Completed— New Venture Provides 9,000 Square Feet of Additional Floor Space

The voice of progress rings continuously and stores must keep apace. In appearance, comfort and service to the community, stores like Eaton's plan to advance with the modern trend of life among their customers.

That's why, for the past six months, the Company has been working on a new extension to the second floor of our fine modern store building at Port Arthur, Ont.

*Now completed and opened on Tuesday, February 1, the new extension achieves some 9,000 square feet of additional floor space. With this new development the second story is extended to cover the entire main and lower floors. The total area of the second floor is thus enlarged to 23,200 square feet.*

As shown in the architect's drawing above, the extension conforms in design to the original building. A strikingly handsome structure tending to fluid lines, Eaton's Port Arthur store had its premiere ten years ago. It is built of reinforced concrete and faced with our famous Manitoba Tyndall stone.

### Extra Space Provides Many New Features

The extension will embody new developments in fixtures and fittings in keeping with the modern tempo of the store.

- A SPACIOUS NEW PENTHOUSE-TYPE FUR STORAGE VAULT has been constructed on the third floor level. The vault features a quarantine gassing chamber for treatment of the furs before placing in the well-ventilated vault.
  - FORCED AIR FILTERED VENTILATION is another second floor feature. This is in addition to the modern air-conditioning plant serving the main and lower floors.
  - A NEW CHINA DEPARTMENT is also a second floor innovation with increased selections and added lines of appeal to tourists.
  - A NEW BABY SHOP will be the mecca for mothers—while all shoppers will welcome the greatly enlarged space provided in most departments.
- Employees' cloak-room facilities are also extended and office space greatly enlarged.

### A Salute To Our Port Arthur Eatonians!

Ere this is read, you will be settled down to the serious business of giving Eaton service to Ontario's twin cities with their combined population of over 55,000 people. We believe that they, too, will be almost as proud as you are of the new development that provides Port Arthur with one of the finest and most modern departmental stores in Canada!



# THANK YOU

Scenes From Complimentary Dinner To  
Our Christmas Sponsors Under  
Direction of the  
Eaton Assistants Association

"We wouldn't want to tackle the Christmas shopping season without our sponsors," said Mr. A. D. MacDonell at the complimentary dinner tendered our Christmas sponsors by the Company on Tuesday evening, January 4, at the Fort Garry Hotel. President George Murray of the Assistants Association was "at the controls."

Father of the Assistants Association, and one of those who helped pioneer the sponsors' project, Mr. MacDonell declared that with a total staff of 12,250 at the peak of the Christmas season, a lot of records were broken by the Com-

## DESCRIPTIONS OF PICTURES

Top Row—Left: A general view of the banquet room. Right (Circle): Father and daughter—Joe Cook (meats), and Joyce Cook (music)—both sponsors.

Second Row—Left: Hosiery gals, Miss L. Fahey, (Mr. E. Gould, first assistant), Miss H. Bates, Miss F. Grimshaw, Miss W. Hagen, Miss B. Budd, Miss J. Donald, Miss P. Lewis. Right: Mr. A. D. MacDonell lauds the sponsors' efforts; Harry Craik, past president, Assistants Association, and Ron Parker, secretary.

Third Row—Basement store. Back row: Miss H. Lawrence, Miss F. Young, Mr. R. Davidson. Centre row: Miss R. Pickup, Miss T. Engborg, Mr. W. Patterson, Miss S. Shozda, Miss F. Allison. In the foreground are Mrs. L. Johnson, Mrs. E. Enright and Mrs. C. Carr, of first floor notions.

Fourth Row—Jewelry "jewels": Mr. M. Donaldson, Mr. Don Wilson, Miss R. McPherson, Miss A. Laurie, Miss B. Duncan, Miss B. Innman, Mr. Jeff Yelland.

Lower Row—Toys sponsors: Mr. J. McGee, first assistant; Norm Phillips, Miss D. Hamilton, Miss V. Blaikie, Miss K. Lupul, Miss I. Townsend, Miss D. Allen, Miss F. Hartley.





# SPONSORS!

pany for service and a minimum of complaints. He also lauded the assistants' body who had given the sponsors their whole-hearted support.

Assistants' President Murray announced that there were 270 present and thanked the sponsors on behalf of the Company for a "noble job" in guiding and helping the temporary staff.

Miss K. M. Kerr spoke of the good-will engendered by the sponsors among people who came to work for Eaton's just for the busy Christmas shopping weeks. Many had called at her office and expressed their appreciation. Indeed, one sponsor had been presented with a corsage by a grateful Christmas "extra."

Miss Kerr also spoke of the grand support given the educational office by the Assistants Association.

That was all the speeches—it was a night of gladness and singing. Under the direction of dynamic Jimmy Quinn, these 100 per cent Eatonians who worked so well together throughout the hectic rush, sang their heads off.

(Continued on Page Fourteen)



**DESCRIPTIONS OF PICTURES**  
 Top Row—Left: President George Murray welcomes the sponsors. Miss K. M. Kerr, educational office, at left. Right: Candy crowd—Miss P. Edwards, Mrs. M. Kurz, Miss J. Grundy, Mrs. H. Cavanagh, Mr. E. Freeman, Mrs. N. Ccoke, Miss P. Porznak.  
 Second Row—Left: Jimmy Quinn, the song master. Right: Bert Elson and Jimmy Towns "wowed" them with xylophone numbers.  
 Third Row—Children's shoes: Bill Harris, first assistant; Frank Harper, first assistant, fruits; Mary Hunter and Bill Cable.  
 Fourth Row—Meats: Mr. W. Bissett, first assistant; Mr. B. Harrison, Mr. J. Cook, Miss E. Morris, Mr. D. Burns, Mr. T. Jenkins, first assistant; Mr. Frank Patry (front).  
 Lower Row—Lingerie "lovelies": (Mr. R. A. King, first assistant), Miss T. Thomas, Miss M. Stewart, Miss C. Chisholm, Miss E. Groat (Mr. A. Beavis).





*As "Peter, Peter, Pumpkin Eater's" wife opened her pumpkin-shell window the lyric floated out to the wintry street delighting children from one to a hundred. The words and music for each character depicted were previously recorded by J. Roy Firth, baritone, and Tom Laidlaw, pianist, two gifted young Eatonians.*

## Winnipeg Loved "Mother Goose" Windows!

**Hundreds of Families Flock To View Nursery Rhyme Characters  
"Brought To Life" During Christmas Week**

Who wrote the rhymes of Mother Goose—those simple melodies so dear to our childhood? No one seems to know. Some attribute their authorship to Elizabeth Goose whose "Melodies of Mother Goose" appeared in Boston in 1719. Others suggest they may have originated with Charles Perrault of France, in 1697. More popular is the theory that these jingles (which, like Shakespeare and Santa Claus, never grow old) have come down through the ages and their author's name is lost in antiquity.

In any event, when Eaton's materialized seven of Mother Goose's rhymes in the centre windows on Portage Avenue during Christmas week, hundreds of families made a pilgrimage down town just to see them.

Winnipeg citizens are notably responsive when the big store produces a hit like the Mother Goose windows. During the festive season many took time out to phone or to write the Company generous tributes such as the following:

*"I would like to add my sincere thanks for the perfectly beautiful and fascinating display of 'Mother Goose Rhymes' in your Portage Avenue windows. Several of my friends and I brought our grandchildren and other people's children down town specially to see them four and five times. Thank you for keeping before us these stories that never grow old—helping oldsters like myself to recapture the magic of childhood."*

Another charming tribute was written by a St. Vital woman. In a letter to Jean Hinds (former Eatonian and now well-known columnist on a local newspaper), this gracious lady asked Miss Hinds to "do" a column on Eaton windows, telling what goes on back stage before the curtain rises. Her letter reads in part:

*"I think Eaton's windows are the most beautiful I have ever seen, and I've been around—Paris, London, New York, Philadelphia, Chicago and others. They are done with such good taste, good judgment and precision, and still with such free and graceful artistry. Tell us, are they planned away ahead for the different seasons; are they laid out*



# Letters of Credit

It is with pleasure and pride that Contacts quotes from letters to the Company in which Eatonians are commended for outstanding service. As Andrew Carnegie once said: "The root of business must always be *service to the community.*"

## Take a Bow, Mr. George Jacques and the Picture Framing Workroom!

From the memorial committee of Knox Church comes this fine tribute:

"A large honor roll was unveiled in Knox Church recently. The craftsmanship that entered the frame represents a fine sense of proportion and did not happen by chance. I learned that the man responsible spared no pains in searching for wood which might harmonize with an honor roll following the First World War, and which has hung on the same wall for twenty-five years. The whole incident is in line with the best tradition of your organization."

## "Inasmuch as Ye Do It Unto the Least of These. . ."

"We are shoppers for the Children's Aid Society, buying clothing for their boys and girls, and wish to extend our sincere thanks to all the managers, department heads and staff who have been so kind and co-operative. Without your outstanding assistance and wonderful specials our boys and girls would never have the lovely things they have today.

"This is voluntary work and with the store staff being so courteous it makes our job worth while. We wish you all a very Merry Christmas and a Happy New Year."

(Continued on Page Eleven)

## Winnipeg Loved "Mother Goose" Windows!

(Continued from Page Six)

*first on a drawing board, or are they done by real living Jack Frosts who go to work with a twinkle in their eye that says, 'Now watch this!' You should see those windows today. They just fairly threw me into raptures. All I hope is that the people of Winnipeg appreciate them. They really are an ornament to the city, and in the summer when the tourists are here I fairly purr with pride because I live in the same town with them. Do find out all you can and tell us."*

Miss Hinds kindly responded, and we quote in part from Jean's story in her column: "It Takes All Kinds":

### "Study Mother Goose

"Even the sound effects for the Mother Goose windows were done in Winnipeg. A singer and pianist—both store employees—performed for the master record from which other records were made.

"Suggestions for a show may come from any one of the display men. As it goes into production, many ideas for details are pooled, with one person supervising.

"They were talking about the Mother Goose show as far back as last September. They scanned more than fifty different types of illustrations for the nursery rhyme characters—and added their own imaginative touches.

"Then they drew plans. Shortly after the Santa Claus parade they got busy in the workshop and put in three full weeks on the actual building and finishing. Carpenters put up the base, or under-structure; they worked closely with engineers in charge of mechanization, or making things move.

"Then," said one of the display men, "we started to put on colors and materials. You can't do just a paint job. You have to think of textures and finishes."

### "Clouds To Haystack

"For a time, the haystack for Little Boy Blue presented a bit of a problem. But the display department had on hand some white synthetic material—fibres which looked something like excelsior.

Someone had a notion that, some day, he might use it to make clouds for a window scene.

"But one of his co-workers saw it as a haystack, with yellow cellophane on top. That's what it turned out to be. In the display department they don't always know what purpose a certain material will be used for.

"Often they try many materials before they're satisfied. At first they planned to use pink feathers from France as a wig for Mary, Mary, Quite Contrary. But they laid the feathers aside in favor of fine glass fibre.

"The feathers will come in handy again. Everything does, in the display department.

"During the war materials were hard to get, but, as one of the artists said, 'It was the best thing that could have happened in the display business. It made the men use their ingenuity.'

### "Old 'Hair Picture'

"In search of ideas some of the leading display men have travelled all over North America and in many parts of Europe. They've tramped miles, looking at art galleries, museums, buildings, displays in other stores.

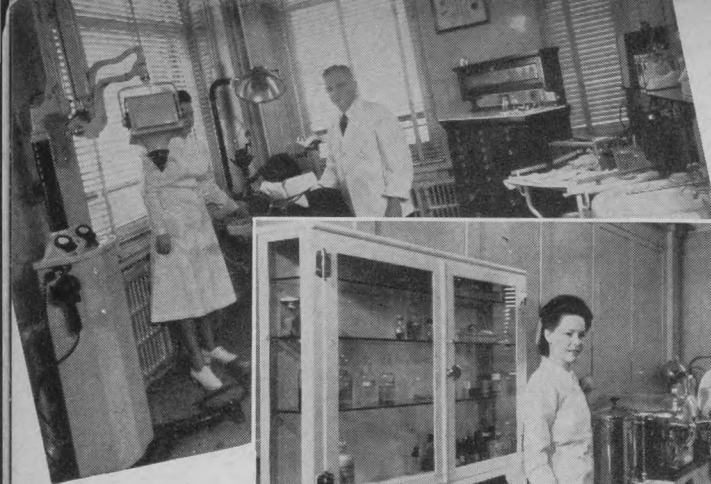
"But an idea may, also, suddenly spring from a memory of old Aunt Mary's parlor—as it did on one occasion last spring.

"Victorian fashions were the talk of the moment. The display artists wanted an ornament for some of the show-cases inside the store—an ornament which would suggest Victorian atmosphere.

"Suddenly one of them remembered an old-fashioned 'hair picture' which used to hang in his Aunt Mary's parlor. Pictures with flowers and ornaments made of human hair were once popular.

"He knew that the old picture was still stored in the attic of an Ontario house. He phoned a relative, and the picture was soon on the plane to Winnipeg, to be used as a model for the Victorian ornaments.

"In the display business you never know what knowledge, what memories—or even what white elephants—may come in handy."



Top left—The dental surgery equipped with highly modern X-Ray equipment, is under the direction of Dr. W. F. MacKenzie. At left is Nurse Margaret Gordon; at right, Dr. MacKenzie examining the molars of Frank Lukovich (warehouse.)

Top right—Hospital has two emergency wards whose equipment includes one of the new gatch beds with sideboard extensions.

Lower centre—Corner of the hospital treatment room. At left is Nurse Margaret Lawrence; in centre, Mrs. Mary Roveda, chiropodist; right, Dr. MacKenzie, dentist.

## A HOSPITAL TO BE PROUD OF!

"A sound mind in a sound body is a short but full description of a happy state in this world."—Locke

Eatonians are fortunate in having available for their use one of the finest emergency hospitals in Canada. Developed over the years from a small one-room affair with modest equipment—it has progressed to a spacious store hospital with a highly modern treatment room, two comfortably furnished wards, a dental surgery, chiropodist service and a most inviting reception room, replete with literature on care of the health.

### 14,696 Treated in 1948

Last year some 14,696 cases received attention in our store hospital, and this number does not include dental or chiropodist treatment. The staff comprises two nurses, Margaret Lawrence and Margaret Mitchell. Miss Mitchell recently succeeded Nurse Margaret Gordon who resigned to be a housewife (and don't ask us why they all happen to be Margarets!). Dr. W. F. MacKenzie is in charge of the dental surgery and you take your foot problems to Mrs. Mary Roveda, the chiropodist, who assures you "you're as good as your feet."

(Continued on Page Nine)

### National Health Week—January 30 to February 5

## "GUARD YOUR HEALTH—KNOW HOW"

Is the Slogan for National Health Week's Fifth Annual Observance

National Health Week is sponsored annually by the Health League of Canada in co-operation with official departments of health and departments of education throughout the nation. Also co-operating are the other voluntary associations—clergy, Home and School Associations, Women's Institutes, the Catholic Women's League and other women's organizations, service clubs, and many other groups and individuals. . . .

"Sickness accounts for 86 per cent of lost time in industry," states Dr. F. D. Cruickshank, chairman of the Health League of Canada's Industrial Health Committee, "and a great deal of it is completely preventable." In a National Health Week message, Dr. Cruickshank stresses the value of pre-placement and periodic health examinations.

The average Canadian worker loses nine days every year through sickness, and many others become chronically ill because their condition is not known to them until too late. . . .

It is the hope of the sponsors that observance of National Health Week will eventually lead to Canada's becoming the healthiest nation in the world, something which is not a remote possibility if everyone acquires a "know how" in health matters.

### A Word to the Wives

Dr. Cruickshank observes that the worker's wife can do much to maintain the bread-winner's health. Careful attention to meal planning—particularly when a lunch is taken to work—can do much to sustain good health.





Top left—The reception room, newly remodelled in natural woods. Green upholstered furnishings lend a smart contrast. The files in background contain dental and hospital records for ready reference.

Lower right—Nurse Lawrence gives first aid to Driver Link's injured toes. Chef Gowran awaits treatment. In the foreground is the new type of autoclave sterilizer.



## A HOSPITAL TO BE PROUD OF!

(Continued from Page Eight)

In addition to the store hospital, there is a branch hospital in the mail order under the direction of Nurse Louise Drover.

This complete health service provides early treatment, helpful medications and friendly counsel for our big family of 9,500 Eatonians.

Finally there's the good offices of visiting Nurse Robena Campbell, whose cheery smile is a tonic in itself!

## At-Choo! Don't Neglect That Cold!

"Oh, it's just a cold—it will have to take its course"—there are few, if any, more silly phrases in our language! Neglecting the common cold puts thousands of people on their backs and leads to many deaths every winter. We have no right to neglect a cold—for our own sake, and for the sake of others. If a cold should overtake you while at work, go to the store hospital right away and consult the nurse in charge.



## "Many Mickles Make a Muckle"

Few, if any, of us give a second thought to the quarter (25c) a month that we contribute to the Employees' Charitable Fund. Yet our collective efforts enable us to assist a long list of worth-while causes each year. Letters acknowledging Christmas parcels that have been received by officers of the Fund include: The Old Folk's Home, Deer Lodge Hospital, Veterans' Annex, Ladies Auxiliary Army and Navy Veterans, Sir Hugh John Macdonald Hostel, Protestant Orphanage.

New staff members who wish to share in this splendid work, as well as those who wish to increase their subscriptions, should see their department secretary or the welfare office.

## Contacts' Cover Girl

Hazel Cooper (juvenile wear) and a member of the Eaton Bluebirds Ski Club executive, is Contacts' cover girl for February. Still in her teens, Hazel is a real outdoor gal, and that smile is as natural as the sun!

## THIS CUSTOMER COURTEOUSLY ASKS THAT TELEPHONE OPERATORS

## Repeat Name, Address and D. A. Number

### And We Know That Eatonians Will Co-operate

"The T. Eaton Co. Limited, Winnipeg, Man.

"We have been customers of yours since 1910, have had a D.A. since 1918, and have always been very well satisfied with all your valuable services. However, may we make a suggestion that the telephone operators repeat the D.A., name and address when taking an order over the phone. When they only say 'Yes'—'Yes'—one leaves the phone wondering: 'Now, I wonder if she got my address right,' but when the young lady repeats everything, I feel so much more satisfied, and that is what you want, isn't it?

"Thank you very much for your courteous service.

"I remain, A very satisfied steady customer."



The classes are divided into four groups: qualifying, pre-qualifying, intermediate and advanced—with addresses by specialists in their respective fields.

**"IT'S UP TO YOU!"**

## Progress Depends on Knowledge

**Any Effort at Self Improvement Pays—But Well-Organized, Systematic Effort Pays Best of All!**

The 1948-9 training courses which were opened last fall by our general manager, Mr. R. S. McCordick, are in progress. These courses are planned to assist groups of Eatonians in making the best use of the opportunities offered in the positions they now hold. Also to open the way for preparation for the future.

You see photographed one of the groups assembled for their second meeting at which they were given a talk on "*Success Factors in Retailing*" by Mr. W. G. B. Dailley on Tuesday morning, January 11.

It is expected that these courses will be carried along each year. This will provide the opportunity for many to receive, from various sources, the knowledge that will enable them to better deal with the ever-increasing details of retailing.

**"It's Up To You!"**

In his forceful address, Mr. Dailley dealt conclusively with such factors as *confidence in oneself; the ability to keep alert to constant changes; the ability to make decisions; the ability to digest all the facts; to analyse and think clearly; to direct others; the capacity for work; the willingness to study. Good health is vital—also integrity and good personal behavior* (inside and out of the store you're still an Eaton man).

Opportunities may come by chance—but you must be prepared with knowledge for those that don't come by chance. *Follow Through—"It's Up to You!"* concluded Mr. Dailley's arresting message.

## She Led The Field!



In a recent promotion of Barbara Gould Inc., cosmetics, demonstrator Rita Rowe (drugs) won first prize for all Canada.

A letter from the Barbara Gould management arrived on December 16 congratulating Mrs. Rowe and enclosing a substantial cheque as top prize winner. Not hard to take at Christmas-time! Congratulations!



## Enthusiasm Coming Up!

What keeps some salespeople on their toes—enthusiastic—ready with stimulating ideas? Have you ever asked those who are that way? Do by all means. They can tell you how to overcome that feeling of inertia, or sluggishness—how to get zest and joy out of your job of selling!

You will find some subscribe for a good trade magazine or one on salesmanship. Did you say you do not feel you can spend money for such a subscription? Well, Eatonians, you don't have to spend a single cent and yet you can keep yourself from drifting into a rut which has been defined as: "A coffin with the ends knocked out."

### The Library in the Educational department, second floor, has the following magazines to loan:

THE SALESMAN'S DIGEST—a monthly publication—a great help for keeping up on selling methods.

VOGUE—published twice monthly, except in the summer, for those selling fashion merchandise—clothing and accessories.

HOUSE AND GARDEN—published monthly—home furnishing tips and fashions.

GOOD HOUSEKEEPING MAGAZINE—published monthly. Ideas on clothing, foods and home furnishings.

MERCHANTS' TRADE JOURNAL—a monthly publication—articles along merchandising lines.

DEPARTMENT STORE ECONOMIST—a monthly publication. Features a variety of writers on retailing subjects.

THE RED BARREL—a monthly publication by Coca-Cola Company—covers a variety of subjects including salesmanship.

PACKAGING NEWS—published from time to time by Canadian Industries Limited—gives information about ways in which "Cellophane" is being utilized in packaging.

WOMEN'S WEAR DAILY—five times a week with periodic manuals on various items as lingerie, rayon ready-to-wear, etc. Advance information as well as timely hints for advertising, etc.

If you do not find time to make use of these at home, try using at least a half hour of one lunch hour a week (use the conference room). Hardly enough, but it will open your eyes and your mind to a source of stimulating information right on your door step.

## LETTERS OF CREDIT

(Continued from Page Seven)

### The Chinese United Church of Canada Women's Club Thanks Mr. Herb Pilling, Draperies—

—in a gracious letter "for the lovely box of pieces of materials (cuttings for quilts). We will make use of them all."

\* \* \*

### More "Orchids" For Stella Stephenson (Fruits)

The Brotherhood of Railway Carmen of America writes under the hand of its recording secretary:

"I am instructed to extend to you and your staff our sincere thanks—not only for the prompt and efficient manner in which you deliver the baskets of fruit to our indisposed members, but also for the quality and arrangement of the fruit—a fact which has called forth much praise from the recipients.

*"We would especially like you to convey our gratitude to Miss Stephenson, whose business ability and patience have always been of considerable help to those of our officers charged with this responsibility."*

\* \* \*

### Another Letter to Miss Stephenson Reads:

"The members of the Women's Auxiliary for the Church Home for Girls wish me to express our

appreciation for the beautiful fruit basket you prepared for our table centre recently."

\* \* \*

### The "Club-On-Wheels" Says Thank You! \*

The club president writes: "I wish to thank The T. Eaton Co. Limited, on behalf of the girls' 'Club-on-Wheels' and their assistants.

"One can never estimate what this means to shut-in's to have a day in the store such as they had recently. How they enjoyed seeing the decorations, doing their Christmas shopping! Then to be treated to such a grand dinner. Their faces were all aglow!

"The girls that served us were most efficient and kind. Much appreciation comes to the kindly attendants at the nursery washroom for their help, and last, but not least, the drivers who brought the girls and also took them home. They added much pleasure by their cheerful attitude."

\*A group of young women paraplegics who have been organized into a "club-on-wheels" for outings and other enjoyable features. This letter will bring a glow to the hearts of all Eatonians who helped them—our floormen, doormen, garage men, grill room girls and other attendants.

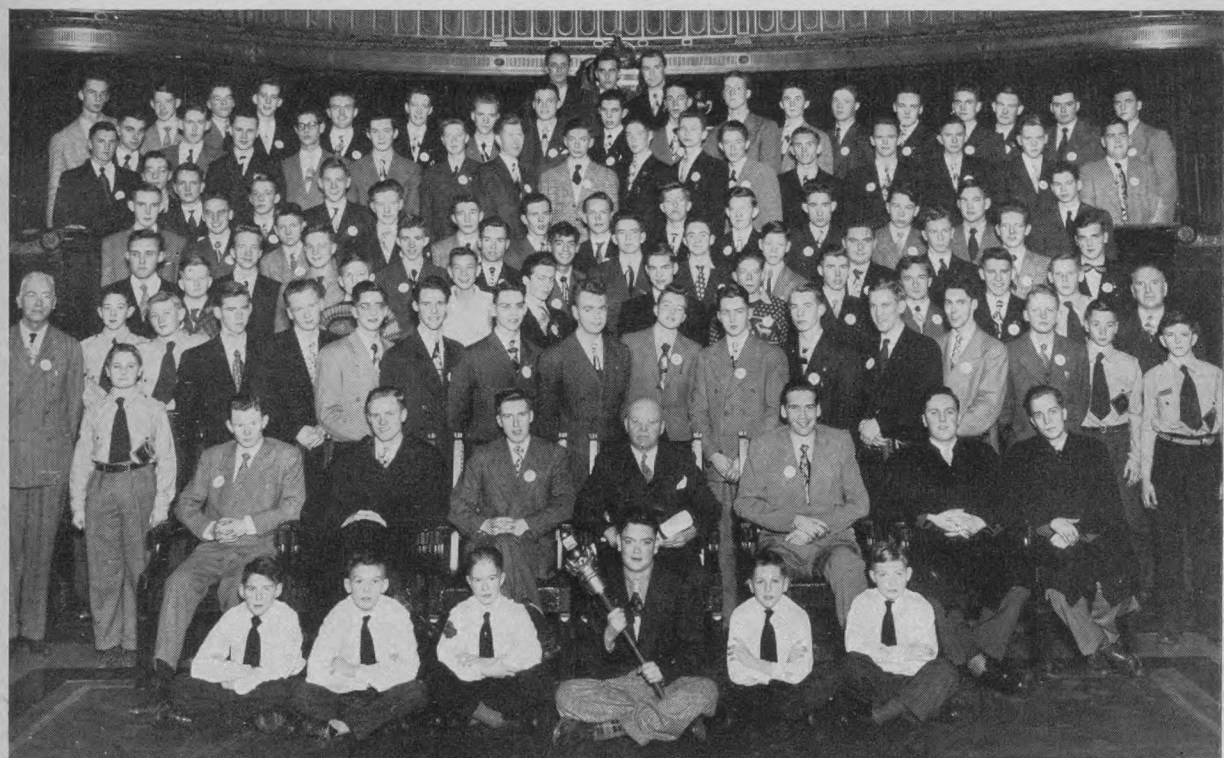
(Continued on Page Thirty-Two)



Father and Son—  
Premier Bill Norrie and his dad.



His Honor Lieutenant-Governor R. F. McWilliams, K.C.; Premier Bill Norrie, and Mr. E. H. Morgan, asst. superintendent, Winnipeg Public Schools, and Lieutenant-Governor of Boys' Parliament.



27<sup>th</sup> Tuxis & Older Boys' Parliament of Manitoba & North Western Ontario 1948 "book"

Luncheon in the Eaton Assembly Hall.



Twelve

Mr. R. J. Fry welcomes the young parliamentarians. At right is Mr. W. B. Pickard, store superintendent, who presided.

Below—Mr. J. A. M. Edwards introduces Mr. Morgan, the guest speaker. At right: Rev. Peter Gordon White.





# WHEN PARLIAMENT MET AT EATON'S

## His Honor the Lieutenant-Governor of Manitoba and 27th Tuxis and Older Boys' Parliament Are Guests of the Company

Affairs of state were set aside when, on Thursday noon, December 30, members of parliament attended a luncheon "session" in the assembly hall as guests of The T. Eaton Company. The members were from the 27th Tuxis and Older Boys' Parliament then sitting in the House—92 in all—some of them coming from constituencies 800 miles distant.

Presiding at the luncheon was Mr. W. B. Pickard, store superintendent. Introduced by Mr. Pickard, those at the head table were:

His Honor R. F. McWilliams, K.C., lieutenant-governor of the Province of Manitoba; Ald. A. E. Fisher, representing the mayor and council of Winnipeg; Hqn. C. Rhodes Smith, minister of education; Bill Norrie, premier of parliament; Mr. E. H. Morgan, assistant superintendent of Winnipeg public schools and lieutenant-governor of parliament; Mr. A. H. Young; Mr. J. A. M. Edwards, lieutenant-governor in 1947; Rev. Peter Gordon White; Mr. William Norrie, father of premier; Mr. A. R. Tucker, Mr. R. J. Fry.

Mr. Pickard warmly welcomed the youthful parliamentarians on the Company's behalf.

Mr. R. J. Fry added a word of welcome and spoke of the Company's interest in youth—naming the Boys' and Girls' Calf Clubs, the Good Deed Radio Club, the Junior Council and Junior Executives. With Manitoba's resources in grain, mines and timber, said Mr. Fry, we may easily challenge youth to devote part of its time to issues of public interest.

His Honor the Lieutenant-Governor spoke briefly. He liked to slip into the House unnoticed and listen to the debates by the boys, at a risk of being thrown out by the sergeant-at-arms. (According to a custom dating back to King Charles I, explained His Honor, the King or his representative could not enter the House of Commons.) We are a very fortunate people, he added, since we are heirs to all the liberties fought for by our predecessors.

Mr. J. A. M. Edwards, lieutenant-governor in 1947, then introduced the main speaker, Mr. E. H. Morgan, lieutenant-governor of the present parliament, with brilliant and witty references to the latter's career.

### "You and Parliament"

In his opening remarks Mr. Morgan paid a warm tribute to the parliamentary committee, especially to the Rev. Peter Gordon White for his devotion to young people's work over the years. He then launched into his subject, "You and Parliament"—one of the most eloquent appeals to youth we have ever been privileged to hear. Extracts from "You and Parliament":

"You are fortunate in the kind of training you have had, your leadership qualities, your parents and homes, your church connections, and your satisfying sense of security. With your backgrounds you are among the fortunate and blessed of the world's youth today.

\*

"Being a member of this select group, you have a responsibility accompanied by privilege. You are to be the leaven in the group of young men among whom you move and with whom you associate in your home community, by your conscious, open and unashamed demonstration of the things for which you stand.

\*

"Parliament should serve two purposes: (a) It is a part of the training ground for youth where they learn the 'how' of life's purposes and accomplishment; (b) It is also a sounding board where the voice of youth is heard, where youth's spokesmen can modify the attitudes and action of senior society towards themselves. Continue to speak up for the best in youth, for others will do it in accents other than Christian if Christian youth does not do it for itself.

\*

"This parliament is a Christian institution; don't forget it, don't hide it. Extract from parliament all the support and enrichment of your own Christian experience that you can get.

\*

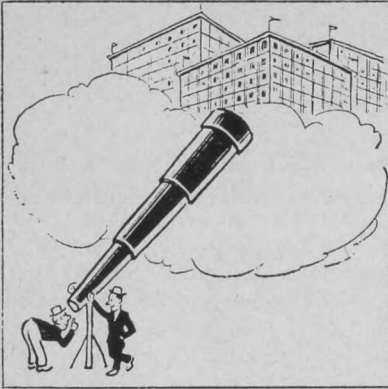
"The Boys' Parliament presents a forward-looking and on-going program to you, which should be an inspiration not only to every member but also to the groups at home with whom you associate."

\* \* \*

Rev. Peter Gordon White thanked the lieutenant-governor for his stirring address. He also expressed the thanks of the parliament and guests to the T. Eaton Company.

Vocal numbers by Roy Firth, a ventriloquial act by Master Bobby Swarts, together with community singing led by Hal Parker rounded out a noon-day interlude that was a challenge not only to youth but to all who were privileged to attend.

## WHAT'S GOING ON-



## AROUND HERE?

### On the Counter—(But Not For Sale)

What was the surprise of salespeople in the basement store two days before Christmas when they discovered a tiny "bundle of joy" sleeping on a pile of shirts and no mother in sight. Kindly staff members kept an eye on the cherub until the mother reappeared and claimed her precious bundle.



### Twice 34 is 68!

When it comes to supplying the unusual Eaton's is rarely stumped. The picture shows a pair of overalls our men's clothing department had specially made for a Saskatchewan gentleman who wears size 68 (sixty-eight).

Modelling the outsize garment are Jack Crowe (left) and Holt Boyd. Holt wears size 34, or just half the size of overalls in picture.

Would this indicate that two can dress as cheaply as one?

Fourteen

## "Upon My Sole!" . . . It Happened!

Suppose one day you should step on something hard and sharp and discover you had a diamond imbedded in your shoe. Wouldn't that be something?

That is just what happened to an Eaton elevator despatcher recently. He stepped on a small object which hurt his foot and, bending down, found what looked like a loose diamond. This lucky Eatonian promptly reported his discovery. When sent to the diamond section, the jewel, lost from a ring, was appraised by experts as a genuine stone worth at least \$300.

The owner was found and the despatcher received a substantial reward. That was a grand and glorious feeling, both for the worried owner and the honest finder!

\* \* \*

## "Information, Please!"

While visiting Winnipeg shortly before Christmas, a woman from Sanford, Man., slipped on the street and broke her arm. As police were taking her to hospital she mentioned that she was to have met a Sanford friend, Mrs. Jenkins, at Eaton's for an afternoon of shopping. The police came to the big store and contacted our investigation department.

"I suppose it's silly to ask," they said, "but a Mrs. — is in the hospital with a broken arm and she was to have met her friend, Mrs. Jenkins, here. Do you think it would be possible to find Mrs. Jenkins?"

A member of the investigation staff made inquiries around the store and finally located Mrs. Jenkins in the fourth floor waiting room.

Expressing her thanks to the Eaton man for his service, Mrs. Jenkins hurried off to the hospital to see her friend.

It happened on one of those radio quiz programs. "Who's the next contestant?" asked the m.c. "I have a paratrooper, sir," came the voice of an assistant in the balcony.

The quizmaster asked brightly: "The question for you to answer, soldier, is: How many successful jumps did a paratrooper have to make before he graduated?"

From the balcony came this immediate and logical answer: "All of 'em."

—Pittsburgh Post Gazette.

## THANK YOU, SPONSORS!

(Continued from Page Five)

Roy Firth and Tom Laidlaw added their quota of high-class vocal and piano artistry as did your old friends Bert Elson and Jimmy Towns on the xylophone. A string quartette with Harold Price accompanying at the piano and solovox, provided lovely dinner music.

Another refreshing feature was the delightful dinner of tender roast beef with Yorkshire pudding — the piece de resistance after a holiday season of turkey.



# WELCOME VISITING SCOTS!

## Royal Caledonia Curlers Entertained by the Company

The T. Eaton Company entertained visiting Scottish curlers at a dinner at the Fort Garry Hotel, Monday evening, January 24, at which Mr. R. S. McCordick, Vice-President of the Company, presided, and about seventy-five were present, including representative heads of local curling organizations.

At the head table were Mr. McCordick, His Honor R. F. McWilliams, Lieutenant-Governor; Sir James Denby Roberts, captain of the visiting Scottish curlers; Hon. D. L. Campbell, Premier of Manitoba; Senator J. T. Haig, life member of the Dominion Curling Association; Mayor Coulter of Winnipeg; Mayor MacLean of St. Boniface; Mr. Gordon Hudson, Vice-President of the Dominion Curling Association; Mr. J. A. Davidson, President of the United Scottish Association; Mr. J. Ross Woods, Vice-President of the Manitoba Curling Association; Mr. A. L. Dysart, President of the St. Andrew's Society; Mr. Gilbert M. Eaton, Mr. R. M. Pinfold, Mr. A. H. Young and Mr. R. J. Fry.

Following the dinner the chairman spoke briefly expressing the Company's pleasure in entertaining the visiting curlers and called on Mr. R. J. Fry to welcome the guests.

Mr. Fry accorded them a hearty welcome as "Emissaries of Good-Will and Ambassadors of Empire," pointing out that the Canadian tour had been sponsored by the Canadian Curling Association as a tribute to the Scottish people who, during the Great World War, had opened their homes and extended hospitality to Canadian servicemen quartered in the "land of the heather" in defence of democracy and freedom. The visit, affording an opportunity for an exchange of views and sentiments, would promote the unity and purpose of the free and self-governing nations which composed the Commonwealth.

Continuing, the speaker dwelt with historical and other interesting facts concerning Manitoba and Winnipeg, in which connection warm tribute was paid to Scotsmen—numbering 1,500,000 in the Dominion and 110,000 in Manitoba, either born in Scotland or of Scotch descent—who, by their character, industry and integrity, had played a vital part in the development of the country.

In closing, Mr. Fry, wishing the curlers continued enjoyment in their tour, said Canadians were not unmindful of the conditions existing in the British Isles resulting from the war, but predicted a gradual improvement in which he urged Scotsmen the world over to uphold the high ideals and maintain the enduring institutions which had been the abiding foundation of Britain's greatness.

Sir James Denby Roberts followed with a gracious acknowledgment of the welcome, expressing the appreciation of the visitors for the cordial reception accorded them in all parts of Canada, and conveying their grateful thanks to The T. Eaton Company in particular for the most enjoyable dinner tendered on this occasion.

During the evening most acceptable musical and vocal selections were given by Miss Shirley Wilton, accordionist, and Mr. J. Roy Firth, baritone, with Mr. Thomas Laidlaw as accompanist.

An added feature of interest was a replica of Burns' cottage, displayed in the centre of the head table, designed by John Pegler of the grill room staff.

## IMPORTANT TO MEN GOLFERS!

Despite the deep snow and arctic weather, your committee must plan well ahead for the new season.

The Annual Meeting of The Eaton Golf Club will be held at 8:45 sharp, Monday morning, February 14, in the seventh floor assembly hall. A new slate of officers is to be elected. Please be on time. Thank you, gentlemen!



Top Row—First and third pictures show the Coones and the Brittons receiving their gifts from St. Nick—two Eatonians who share over eighty years with the Company. In second picture, Geoff and Mrs. Yelland say, "Just what we needed!" Fourth picture: Alex Cranston, head of department, opens his gift as Santa salutes Mrs. Cranston.

Centre Row—First: Mrs. J. Johnson shows friend husband another use for her rolling-pin gift. Second: The committee, standing, Messrs. A. Cranston, D. Ainge, Ruth Evans, M. Donaldson; kneeling, Ted Lee, Dunny Dewar. Third: Nice spot for Santa—Betty Duncan and Winnie Lord receive their gifts. Fourth: Malcolm and Mrs. Donaldson on the receiving end.

Lower Row—First: Greetings and gifts for Jack and Mrs. Syme. Second: Amy Lawrie and Tom Caldwell. Third: Gifts and gals—and what gals! Beryl Inman and Shirley Hobson.

## CHRISTMAS CAPERS

### Scenes From the Jewelry Family's Big Night

Once again we doff the old brown derby to the jewelry family for a top-flight party staged on Tuesday night, December 14, right in the midst of the Christmas rush. With Mr. Alex Cranston, head of department, at the controls, there was never a dull moment. The Canadian Legion Hall, West Kildonan, was decked and trimmed in a gay yuletide manner for the occasion by displayman Dave Ainge (take a bow, Dave!).

There was happy sociability, dancing and gifts for all staff members, wives and sweet-hearts—yes, even Santa Claus—who, after presenting gifts on behalf of the department, was surprised with a gift of goldfish swimming merrily in a bowl. Mrs. Santa Claus, too, was also charmingly remembered.

(Continued on Page Seventeen)





Top Row—Left: A line-up of the cast, including the beautiful chorines," lissome Bill MacHutchon, Steve Chutka, Holt Boyd, Bill Harris, Bob Ramsay, Wilf Saunders and, seated in front, Allan Dellar. Right: A scene from "the ballet," Steve Chutka, Allan Dellar and Bill MacHutchon.

Lower Row—Left: "Miss Piggott" (Holt Boyd) smiles glamorously from the piano. Right: The "cast," also staff and management.

## Dancers' "Youthful Grace" Astounds Shoemen

Children's Shoes Staff Hold Annual Christmas Party at Tartan Hall

"Miss Piggott" and her five bonny lasses stole the show with their svelte, graceful presentation of "the ballet" at the annual Christmas party of the children's shoes staff on December 14. Daintily attired in short, frilly skirts, their hair curled in the very latest fashion, the five demure "maidens" (Messrs. Wilf Saunders, Steve Chutka, Bob Ramsay, Al Dellar and Bill MacHutchon) carefully executed two numbers, "Spring Song" and "Underneath the Arches." "Miss Piggott" (Holt Boyd) in evening gown and wearing "her" hair in a glamorous page-boy, accompanied at the piano.

The feature attraction of the evening's entertainment, the shy but talented young ladies (one weighing some 200 lbs.) were introduced by Mr. Bill Harris, master of ceremonies, elegant in white tie and tails.

The party, an annual Christmas feature, was held at Tartan Hall. Fifty-two were present including staff members, wives, husbands and sweethearts.

Entertainment for the evening also included an accordion solo by 11-year-old Carol Gordon, and a ventriloquist act pre-

sented by Freddy Lambert (women's shoes) and "Oscar."

During the evening, Mr. W. G. Thomson, former supervisor, presented Miss Mary Hunter with a lovely pair of Gainsborough prints for her untiring effort in training the dainty ballet artists for their unsurpassed performance. A vote of thanks also went to Mr. Harris for the time he donated toward making the party a success.

### CHRISTMAS CAPERS

(Continued from Page Sixteen)

The gifts were presented following a grand march around the hall to Christmas music over a splendid P.A. system.

Mr. Cranston then took time out to thank the staff for their fine spirit of co-operation over the year; also the committee for arranging such a happy evening—an orchid here to Miss Ruth Evans, Ted Lee, Dunny Dewar, Dave Ainge, Homer Britton and Guy Stewart—also to Geoff Yelland and Mai Donaldson, who were all over the place keeping up a gay tempo to the party.

Scrumptious chicken sandwiches and Christmas cake highlighted the eats—and so another classic by the jewelry family goes down in the book of memories as a wonderful evening!



Top Row—Left: A glimpse of the jolly "banqueteers." Right: Margaret Bridger presented with silver tea service.  
Lower Row—Mr. H. R. I. McCausland, store manager, at extreme left. At extreme right, Mr. W. McAllister, assistant manager.

## Brandon Eatonians Usher in Christmas

### Annual Banquet Features Huge Christmas Tree With Gifts For Needy Children and Old Folk

The main dining room of the Prince Edward Hotel sparkled with color and gaiety Wednesday night, December 15, as the local staff of The T. Eaton Company Limited, ushered in the festive season at a banquet and dance tendered by the Company.

The dining-room was specially decorated for the occasion, and such novel features as a program of square dances, under the direction of E. J. "Curly" Tyler, and carol singing by a chorus of twelve staff members helped to make the party one of the most enjoyable functions in the history of the Brandon store.

W. McAllister, assistant manager, was chairman of the brief formal program, and H. R. I. McCausland, manager, brought greetings to the staff from the Company.

Harold Dennies spoke on behalf of the staff in appreciation for the banquet and dance.

#### Entertainment Program

A highly entertaining simulated broadcast was presented under the direction of E. Humphrey Davies.

To complete the banquet program, R. M. Coleman showed a color film taken during the Santa Claus parade at Brandon in November.

The final touch which made the function completely appropriate to the season was the fact that each member of the staff placed a gift at the foot of a huge Christmas tree. These gifts were later distributed to old folk's homes in the city and children's shelter.

Special decorations were designed by Jack Cross.

#### MRS. M. BRIDGER HONORED

Just before store opening Friday, December 17, the entire staff gathered at the foot of the main stairway to do honor to Mrs. Bridger, formerly Marg Robertson, who was married early last fall.

On behalf of The T. Eaton Co. Limited, Mr. McCausland presented Marg with a beautiful silver tea service and tray. Roddy Rogers, on behalf of the staff, presented her with a lovely coffee table. Marg has always been a very valued and respected member of the staff, and we are pleased that she will still be around for a while with that pleasant smile and helping hand, as in the past.

#### Are You a Worry Wart?

Dr. David Seabury, consulting psychologist, says six anti-worry rules which will stem the flood of insanity are:

Never worry in bed; if you can't do anything about it, get out of bed.

Never worry when depressed.

Never worry about two troubles at once.

Never worry about a problem more than half an hour without starting to do something about it.

Never worry when someone is trying to hurry you.

Never bow to rage, fear, jealousy and other worry producers.





At Left—The program included music and song dear to the heart of old folk.  
At Centre—Santa escorts Miss Nellie to their tryst at the mistletoe.



**Gifts For All!** Highland lassies Margaret and Isobel McLeod and sailor gal Shiela MacDonald help Santa with the gifts.

## Eatonians Entertain Old Folk

**Annual Christmas Party Features Favorite Music and Song—Gifts For All**

Of all the events on the big social calendar of Eatonians, none is more worthwhile, nor gives greater pleasure to those who take part in it, than our annual visit to the Old Folk's Home at Middlechurch.

Sponsored by the Eaton Employees' Charitable Fund, the 1948 party was held on Thursday evening, December 30. Mr. J. R. Scott presided.

Among those present were: Mr. B. C. Scrivener, chairman of the advisory board of the Old Folk's Home, and Mrs. Scrivener; M. W. G. B. Dailley, staff superintendent, and Mrs. Dailley; Mr. W. L. Palk, assistant store superintendent, and Mrs. Palk; Mr. A. D. MacDonell, supervisor staff and welfare office, and Mrs. MacDonell.

The program was a voluntary effort by Eaton artists. Thoughtfully chosen, it included favorites in music and song treasured down the years. The artists were Bert Elson and Jimmy Towns, xylophone; Hugh McDonald and Don Kirkland, vocalists; the "Warehouse Quintette" instrumentalists; Bert Kilgour, accompanist; three charming little gals, Margaret and Isobel McLeod and Shiela MacDonald in dance numbers.

Santa Claus popped in as the program finished. After saluting his sweetheart, Miss Nellie, under the mistletoe (a sprig of holly had to do this year) the old boy dug into his bag and produced gifts for all his children at the Middlechurch Home.

Mrs. Wiggins, president of the women's committee, Old Folk's Home, thanked the Eatonians and said their annual visit was the highlight of the year. Delightful refreshments then concluded this evening with the old folk.

## The 1747 Clans Gather



**They Got The Bird—To Carve**  
Harry Clarke and Jack Hutchinson in action.

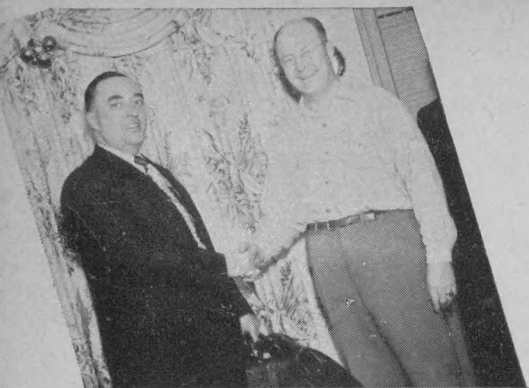
Our Fall party was such a success that many requests came in for another one. So, on the evening of December 21, the clans again gathered, this time in the Orange Hall, Norwood, where a huge Christmas tree, gaily decorated and loaded with presents for all, had been erected.

After gathering 'round the tree and singing Christmas carols, with Frank Heath wielding the baton, the presents were handed out by Santa Claus (George Poole). Lucky George!

While this was going on, our two chefs, Messrs. Clarke and Hutchinson, were busy carving the turkeys. These accompanied by cranberry sauce, bread, buns, salad, Christmas cake and numerous cookies, were the basis for a very enjoyable supper.

The balance of the evening was spent in dancing and singing.

Many thanks to our executive for planning the party, and to our pianists, Miss Margaret Diack and Mrs. M. Palmer. Also thank you to J. Crow, of department 135, who was in charge of the decorating.



Mr. Graham Carpenter (left) and  
Mr. A. Arnason



Mr. Morley Wellband (left) and  
Mr. Stan Robertson

## SO LONG! . . . AND—

### Parting Tributes Are Tendered Messrs. Wellband, Macnamara and Carpenter On Leaving For Vancouver

The Winnipeg store lost three good men and true recently, when they stepped up to positions of higher responsibility with the Company in British Columbia. The three were: Mr. Morley Wellband, formerly supervisor of the furniture department; Mr. H. D. Macnamara, formerly head of department carpets and linoleums; and Mr. Graham Carpenter who was assistant to Mr. Arnason of the garage staff.

#### MR. MORLEY WELLBAND

On Friday morning, December 31, ere he left to take over his new duties as divisional merchandise manager with the British Columbia organization, Mr. Wellband was honored by the furniture staff.

Gathering in the assembly hall before store opening, they wished their departing supervisor the best of luck in his new appointment. Mr. Billy King, veteran member of the staff, presided. Acting for his associates, Mr. Stan Robertson, group manager (bedding), then presented Mr. Wellband with a Parker 51 desk set as a token of remembrance.

Mr. Robertson said that the success of management depended to a great extent on the degree of co-operation that existed between the staff and its department leadership. He lauded the fine spirit shown by the furniture group and hoped it would continue.

### Anniversary Salute!

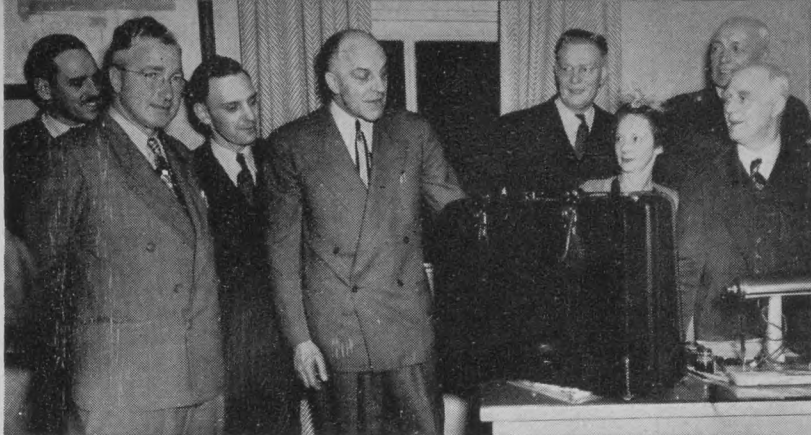
### Mr. Harry Keough Completes 45 Years with Eaton's

Manager of Saskatoon store and one of the pioneers who, in 1905, came from Toronto to help establish Eaton's in the west, Mr. Harry Keough completed his 45th year with the Company on January 18.

Mr. Keough joined the general office at Toronto in 1904. Transferred to Winnipeg, he held various appointments here so capably that when, in 1927, the new Eaton store was opened in Saskatoon, he was chosen for the important post of manager. In the succeeding years Mr. Keough's wide merchandising experience and knowledge of the Company have been a valuable aid in training a number of younger men for management.

We join with a legion of admiring friends throughout the Company in saluting Mr. Keough on this signal anniversary! Our warmest congratulations, sir, and many happy returns!





Mr. H. D. Macnamara (centre) admires the man-size travelling bag presented by Mr. H. G. Jephson (left)

## .. THE BEST OF LUCK!

Responding, Mr. Wellband heartily endorsed Mr. Robertson's remarks. He also expressed his deep appreciation of their handsome gift which would have the place of honor on his desk as a reminder of their friendship.

### MR. H. D. MACNAMARA

A fine send-off was given Mr. H. D. Macnamara when, after store closing on December 17, the carpets staff gathered in the office of Mr. Matt Allan, Hammond Building. An old friend of Mr. Macnamara's—and a constant reader of *Contacts* (thank you, sir!)—Mr. Allan had insisted on the reception being held in his office.

(Continued on Page Twenty-Two)

## Salute and Au Revoir . . .

### John J. Kemp Retires on Thirty-Fifth Anniversary

Like most of us, do you sometimes pause to admire the sleek, well kept appearance of Eaton trucks and wagons? That slick paint job that always delights the eye is the work of specialists such as Jack Kemp, who, on January 8 celebrated his 35th anniversary with the Company.

As the delivery department and truck painting staff gathered to honor Mr. Kemp, it was announced that he had also decided to retire and take it easy in the years ahead.

Pinch-hitting for Mr. Clayton Tucker, Mr. Jeff Douglas thanked Jack for a splendid job in helping to keep Eaton trucks the pride of the road. On behalf of the entire department, Mr. Jack Smith (truck painting) then presented Mr. Kemp with a big easy chair and matching ottoman.



Jack Kemp (left) and Jack Smith.

Before joining Eaton's, John James Kemp learned the carriage painting trade in Glen-garry County, Ontario, where he was born. A gardening addict, Jack now looks forward to happy hours working in the "good earth."

Finally—we doff the derby to an Eatonian who, in 35 years, or some 10,000 working days, was never late!





*DINNER IN HONOR OF  
WHO HELPED ESTABLISH  
THE BRITISH COLUMBIA ORGANIZATION  
OF EATON'S OF CANADA  
HOTEL VANCOUVER FRIDAY  
VANCOUVER B.C.*

## EATON MEN HONORED

**Complimentary Dinner Tendered Group Who Helped Establish The British Columbia Organization of Eaton's of Canada on Friday, December 17, at Hotel Vancouver**

Back row, left to right—Messrs. B. Sutherland, D. Murray, L. E. Summers, H. A. Steele, Winnipeg; H. G. Lee, Toronto; G. Carpenter, Winnipeg; R. Simmers, J. R. Rutledge, J. Morris, R. G. Barss, (C.D.S.); J. R. Mitchell, Toronto; W. B. Pickard, Winnipeg; J. R. Jenkins, vice-president and general manager; D. Kinnear, Vancouver; D. M. Allan, Toronto; A. R. Tucker, Winnipeg; H. B. Halliday, Toronto; H. Carson, Winnipeg; D. Hobson, Vancouver; G. Douglass, Winnipeg; W. Giovetti, Montreal; S. Myles, Calgary; E. A. Daniels, (C.D.S.), Toronto; G. E. A. Teale, Edmonton; J. J. St. James, Toronto; J. Dewar, (C.D.S.), Toronto; H. E. Jones, (C.D.S.), Toronto; A. Venters, (C.D.S.), Toronto.

Front row, seated—Messrs. H. A. Collins, Toronto; J. Muskett, Montreal; J. B. Seawright, Toronto; N. E. Livingston, R. Anderton, Winnipeg; G. Griner, Hamilton; A. M. Munro, Toronto; J. D. Laing, R. B. T. Whitbread, E. Martin, Winnipeg; J. C. Hunt, Hamilton; D. S. McKellar, A. Murray, L. O. Vincent, C. Tucker, Winnipeg; H. P. Evans, Hamilton.

### **SO LONG—AND THE BEST OF LUCK !** (Continued from Page Twenty-One)

Mr. H. G. Jephson, supervisor, presided. Congratulating Mr. Macnamara on his appointment as merchandise manager of Vancouver sales floor and mail order, he added: "We're sorry to lose him, but we feel that it is a tribute to the carpet department. Mac's varied experience in selling lingerie, carpets, and nuts and bolts is now all 'coming out in the wash!'" Mr. Macnamara had been a great help to him, added Mr. Jephson, and he wished him every success. A "swish" travelling bag was then presented to the honored guest.

Reviewing his 21 years with the Company, Mr. Macnamara paid a warm tribute to the Company and the friends he was leaving in Winnipeg. Said he: "Be loyal to the greatest Company in the world—give 100 per cent and you'll get 100 per cent in return." (The question now arises: how is Jack Morrison of Portage la Prairie going to get along without "Macnamara's Band" at the annual dinner?).

### **MR. GRAHAM CARPENTER**

Members of the garage staff gathered at the home of Mr. A. Arnason, head of department,



**HONOR OF GROUP  
TO ESTABLISH  
BRITISH COLUMBIA ORGANIZATION  
VANCOUVER  
FRIDAY DEC. 17, 1948  
B.C.**

## DIRECTORS AT VANCOUVER

### THE T. EATON CO. BRITISH COLUMBIA LIMITED

The following are the Directors and Officers of the Company:

MR. J. D. EATON.....	President	MR. R. S. McCORDICK.....	Director
MR. O. D. VAUGHAN.....	Vice-President	MR. G. M. EATON.....	Director
MR. J. R. JENKINS.....	Vice-President	MR. W. PARK.....	Director
MR. J. ELLIOTT.....			
Director and Secretary			
MR. J. A. LIVINGSTONE appointed Treasurer.			
MR. J. TURNER appointed Auditor.			

on Tuesday evening, December 28, to wish god-speed to Mr. Graham Carpenter who has been appointed head of department delivery, at the Vancouver store. It was an informal evening among old friends who have worked together over the years.

On their behalf, Mr. Arnason congratulated Graham on his new appointment and wished him the best of luck. It went without saying that Graham would be greatly missed, added Mr. Arnason. His fine personal qualities had made him a legion of friends in Winnipeg. These, with his knowledge and experience, should be valuable assets in his new field. Mr. Carpenter was then presented with an elegant travelling bag—a gift of remembrance from the garage staff.

### VANCOUVER

The following have been appointed to

#### THE T. EATON CO. BRITISH COLUMBIA LIMITED, VANCOUVER STORE

MR. D. HOBSON, store superintendent (formerly superintendent, Edmonton store).

Furniture, house furnishings, appliances, pictures, hardware, toys, auto accessories, paints, wallpaper—

MR. M. S. WELLBAND, divisional merchandise manager.

Jewelry, silverware, cutlery, watches, chinaware departments—

MR. N. BERGSTROM, head of department (formerly head of department, 215-252, Calgary).

Delivery department—

MR. G. CARPENTER, head of department.



Timothy Eaton

Quarter Century

Club

Inaugurated 1919

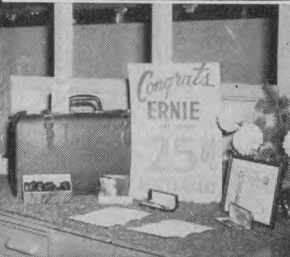


# Welcome to the EATON Quarter-Century Club

Top Row—Right: Quarter-century-ite Williamson Reid (receiving room) (centre), Mary Nemick (left) and Mr. Dan Galbraith (right).



Second Row—Left: Alexander Stewart (floor-men) (right), is congratulated by Mr. W. L. Palk, assistant store superintendent.



Second Row—Centre: Ernie Wall (mail order packing), on his quarter-century morn.



Lower Row—Left: Miss Phoebe Field (mail order staples) admires her lovely gold wrist watch. Right: Oliver Barker (first assistant, mail order packing) at his gaily decorated desk.



Picture Above—Elmer Bader (dispatch) and daughter, June (lingerie) on Elmers' anniversary day.

\*

See write-ups on pages  
Twenty-five and  
Twenty-six



## WILLIAMSON REID

Few people around these parts know him as Williamson, but to hundreds he's "Billy" Reid of the night caretaking staff. A genial, alert little Scotsman, Billy helps keep the big store looking spic as he bustles around with his squad of cleaners when evening shadows fall and the acres of white-covered counters look for all the world like snow-clad prairies!

On Friday, January 7, Billy proudly became a member of the Eaton Quarter-Century Club. To make it a memorable day for him, his fellow workers of 132 sat Billy in a gaily decked chair and presented him with a lovely mantel chimes clock. Then on behalf of the girls, Mary Nemick added a chest of silverware. Mr. Dan Galbraith, head of department, presided.

Never at a loss for words, Billy made a gallant little speech of thanks both for the gifts and for the roses sent to Mrs. Reid. Then to top Billy's happiness he was given the night off.

A butcher by trade, Billy Reid was born in Aberdeen, Scotland. After serving overseas with the 101st Battalion in World War I, he joined Eaton's caretaking staff.

Billy's knowledge of butchering has proved a help in cases of emergency orders, and he's always happy to help.

Mr. and Mrs. Reid have three children—Billy, Jr., with the carpet workroom; Jessie and Violet, former Eatonians, now married. Jack Carnegie, first assistant, stoves, is a son-in-law.

## ALEXANDER M. STEWART

From Glasgow, Scotland, to Winnipeg Eaton's came Alexander Mair Stewart (floormen), who on January 3 chalked up twenty-five years' service with the Company and was honored by his associates as a new Quarter-Century Club member.

On this occasion Mr. W. L. Palk, assistant superintendent, presented Mr. Stewart with a handsome golf bag. On the evening of the anniversary day, Mrs. Stewart also held an informal reception in her husband's honor at their home.

Before joining 154 department, Mr. Stewart was with the mail order packing, assembly section, for twenty years. As a token of friendship, his former associates there presented Alex with a gladstone travelling bag.

During the first World War, Mr. Stewart served with the Royal Navy.

Mr. and Mrs. Stewart have one daughter, Marnie, who is with the Winnipeg Tribune editorial staff.

A true Scot, Alex is an ardent curler and a member of the Eaton curling executive. Golf is another hobby.

Heartly congratulations, Alex, from your many friends around Eaton's!

## ERNEST J. WALL

A procession of friends from the store and mail order visited Ernest Wall, on January 3, to congratulate him on his twenty-fifth anniversary with the Company. Ernie started with the mail order packing right after the New Year, 1924, and has been there ever since.

A large bouquet of chrysanthemums decorated his desk, in the centre of which was a handsome Gladstone bag and a Parker 51 pen and pencil set, both mementos from the boys and girls of the department.

Born in Fort William, Ont., Mr. Wall served during World War II with the R.C.A.F. as an instrument mechanic. Married in 1940, he has one daughter, Rosemary, five and a half years old and "the apple of his eye."

Quite a sports enthusiast, Ernie divides his leisure time between fishing (in season), bowling and baseball. He also has an interest in amateur radio.

Best wishes, Ernie, to a fine fellow on his quarter-century debut!

## PHOEBE FIELD

One of the biggest days of her life! That was what Tuesday, January 11, was for Phoebe Field (mail order staples), for that is the day she became a member of the Eaton Quarter-Century Club.

It was a dramatic moment indeed for Phoebe when on entering the department she found the staff grouped around her desk, which had been decked out as a rose garden. A corsage was then pinned to her dress, after which she was presented with a lovely gold wrist watch from her associates. The girls of the department also treated Phoebe to a luncheon in the grill room. Climaxing the whole thing, Phoebe was sent home in a taxi and told to take the rest of the day off.

(Continued on Page Twenty-Six)

## Welcome to the Quarter-Century Club

(Continued from Page Twenty-Five)

Phoebe Field, born in Russell, Man., recalls the exact hour she started with Eaton's twenty-five years ago. It was at 10:30 in the morning and she was number 42 on clock 14.

A department representative in the mail order exchange office, she is a 100 per cent Eatonian, highly conscientious and always on the job. She is active in St. Margaret's Anglican Church, and during the summer there is nothing Phoebe likes to do better than to putter in her garden.

Here is a royal wish for happiness to a fine Eatonian!

### OLIVER W. BARKER

January 3 was a big day for Oliver William Barker (first assistant, mail order packing), for that is the day he completed twenty-five years of continuous service with the Company.

In honor of the occasion, members of the department decorated Mr. Barker's desk in fine style with a large placard congratulating him, and a lovely bouquet of chrysanthemums. They also presented him with an exquisite Doulton figurine. A beautiful bouquet of roses was sent to Mrs. Barker as her share in the anniversary.

Oliver (as he is popularly known) also received various gifts from admiring friends, and during the day many of them from store and mail order called to congratulate him on his fine record.

Born in Cambridge, England, Mr. Barker served during the first World War with the 27th City of Winnipeg Battalion. He served overseas with the rank of captain.

Mr. and Mrs. Barker have one daughter, Beryl, who is also an Eatonian on the linen staff.

Best wishes, Mr. Barker, on your anniversary!

### ELMER G. BADER

Down in that busy world of rumbling trucks, packing, shipping and storing—the transfer-dispatch crew took a few moments out on Saturday morning, January 8, to welcome Elmer Bader into the Quarter-Century Club. On behalf of departments 127, 129 and 130, Mr. Sam Young

presented Elmer with a handsome travelling bag and thanked him for a job well and cheerfully done over the years. In the evening the transfer-dispatch boys also held a stag for Elmer at the home of Mr. Jim McClure, when the guest of honor received a top-flight scarf as a further token of friendly remembrance.

Elmer Bader was born in Warroad, Minn., and apart from four months with the mail order packing, has spent his entire service with the transfer department. Mrs. Bader was Susan Wilson of the former 229 department. Two of their children are also Eatonians — Roy with the draperies and June on the lingerie staff. There are two other sons, Stanley, bacteriologist at Canada Packers, and George with Imperial Tobacco Co. Ltd.

Highly thought of by his department for his capabilities and fine personal qualities, Mr. Bader is always in the forefront of the staff's activities. The true Eatonian spirit—that's Elmer!

### SARA SLUSMAN

A large bouquet of beautiful yellow 'mums centred the desk of Miss Sara Slusman on the morning of December 17, when the staff of mail order money returns gathered to honor her on her twenty-fifth anniversary with the Company. Streamers in silver and white also added a gay touch to the occasion.

On behalf of the staff, Mr. J. F. (Fos) Johnson presented Miss Slusman with a handsome set of Pakaway travelling cases and a corsage of white pompons and roses. She also received a cameo from a few of her friends around the store and mail order, as well as numerous other gifts.

Born in Elisavetgrad, Russia, Miss Slusman has spent her entire Eaton service with the mail order money returns. A capable, conscientious Eatonian, she is ever ready to help out in a good cause and is well known for her work during the Red Cross campaigns. At present Miss Slusman is spending an extended holiday at the west coast.

Congratulations and good wishes are coming to you, Miss Slusman, from your friends in and out of the store!

## CONGRATULATIONS TO BOTTING, BUCKBORO AND BELL

### 30 YEARS WITH EATON'S

Botting, Buckboro and Bell—the alliteration sounds as if these gentlemen might constitute a law office instead of three fine fellows who recently celebrated their 30th anniversaries with the Company. The cameraman caught them at their desks after admiring associates had showered them with gifts.

#### WALTER BELL

They really went to town on the jovial Walter who is first assistant, mail order copying. A Stromberg-Carlson mantel radio, a Sheaffer pen and pencil set, a gold band for his quarter-century wrist watch and other gifts were showered on Walter, whose 30th anniversary was December 17. Guess the gals simply can't resist that smile!



Walter Bell

### 30 YEARS WITH EATON'S

We extend hearty congratulations to the following people who in January celebrated their thirtieth anniversaries with the Company. Here is a wish for health, happiness and many more anniversaries as worthwhile as this one!

MR. BLAINE BUCKBORO (assistant, electrical workroom), January 6.

MR. CLAUDE BOTTING (head of department, drug factory), January 15.

MR. ERNEST W. F. HAWKINS (assistant, drugs), January 20.

MR. GEORGE HARGREAVES (doormen), January 25.

MR. WM. LEWIS SPARKS (box and bag factory), January 27.



#### CLAUDE BOTTING

It seems hard to believe that this dapper young chemist has been around Eaton's for 30 years—but that's what the record says. Mr. Botting's department made it a gala day for him on January 15 with a presentation of a "posh" golf bag, golf club mittens and a dozen golf balls. The charming Mrs. Botting received a bouquet of red roses as her share in the honors.



#### BLAINE BUCKBORO

"Buck" to his friends (and he hasn't a known enemy), is first assistant in charge of the electrical workroom.

Buck celebrated three decades with Eaton's on January 6. On behalf of the staff, Mr. A. Hewish presented him with curling togs — sweater, tam and gloves. Nice going!

#### Pleased with Christmas Card

Mr. R. Laird (mail order carpets) reports that Mr. and Mrs. W. Spender, 847 Carter Avenue, while on vacation in Port Arthur visited The T. Eaton Company store. They placed their names in the guest book. This Christmas they received a beautiful card from the Port Arthur store which pleased them very much.



# WEDDING BUREAU



## NOTEBOOK FOR THE BRIDE

### Does Your Christmas Diamond Forecast a June Wedding?

Diamonds, diamonds and more diamonds are adding a sparkle to the left hand of many an Eatonian these days, and to her eyes and heart as well! Every diamond mirroring a bride-to-be's smiling happiness foretells a wedding—the most important day in her life and the day she wants to be as perfect as possible.

If you are one of these starry-eyed gals—a lovely bride-to-be—the wedding bureau on the fourth floor will be invaluable in making your wedding day fulfill your every dream. Whether you see yourself in white at a small informal ceremony or elaborately gowned in gleaming satin as you walk down the aisle, the wedding bureau will help you and without charge.

This bride's service is under the capable direction of Miss Wilma Blocher, fashion co-ordinator, and her two assistants, Misses Joan Downes and Olof Eggertson. Experience with understanding hearts make them capable of bringing your wedding plans into happy reality.

Twenty-Eight

### Your Wedding Gown

is one you want to be styled for you in the newest bridal fashions. The bride's counsellor will not only help you choose your dress complete with filmy veil but will also help you choose bridesmaids' dresses if you desire.

### Those Worrisome Details

She will help you iron out those worrisome little details connected with every wedding such as choosing stationery for invitations and having them printed. You will find, too, that she will be delighted to help you with your trousseau, including lingerie, a going-away costume, and even luggage.

(Continued on Page Thirty)





## "And So They Were Married"

"Roses are red, violets are blue,  
Sugar is sweet, and so are you. . ."

... An old Valentine rhyme is always appropriate around this time of the year but especially so for the smiling Eatonians pictured above. As new brides, they are indeed "Valentine Sweethearts."

Top Row—Left: Leona Rosjer (mail order packing) became the bride of Mr. Bob Swann during the early part of January. They will make their home in Los Angeles, Calif. Centre: Pictured following their wedding at St. Matthew's Church, on November 1, are Mr. and Mrs. Ted Colton, nee Dorothy Eburne (cashier, foodateria). Right: At a quiet wedding near the first of January, Helen Check (mail order packing) became Mrs. John Hutton.

Centre Row—Left: Mrs. Ray Trinder was married, December 11, in the manse of St. James' United Church. She was formerly Barbara Ferguson (markers). Centre: Smiling out at you are Mr. and Mrs. Laurence J. Mieyette following their wedding at Greenwood United Church on November 27. The bride is the former Ruth Sweet (mail order budget). Right: Margaret Davies (third floor salad counter) changed her name to Mrs. A. Zimmerman when she was married, January 8, at Young United Church.

Lower Row—Left: Helen Schmautz (mailing list) was married to Leonard Payne, January 1, at Norwood United Church. Pictured in the centre in white, Miss Doreen Sargeant (mail order complaints) became Mrs. Nick Bernier during the early part of January. She will make her home in Toronto for a time. Right: Marie Cymbalisty (women's coats, mail order) and John M. Kellas (women's dresses, mail order) were married, December 29, in the manse of Robertson Memorial Church.





Top Right Inset—Jim McClure has honor of shooting first rock.  
Lower Left Inset—President Jack Johnston in action.

## The McClure Dispatches First Rock

### Dispatch Curling Club Opens Season

The Dispatch Curling Club got away to another good start Wednesday afternoon, December 1, as Mr. James McClure, honorary president, threw the first stone and had the satisfaction of seeing it swept into the eight-foot circle by the president, Mr. Jack Johnston, amid the flashing of camera bulbs and the cheers of the members. Then the boys gathered 'round and, after being "mugged," settled down to the grim task of attempting to place their own rocks near the button. Some were successful!

Standings at January, with five games played, are as follows:

"A" DIVISION			"B" DIVISION		
	W.	L.		W.	L.
Sigvaldason . . .	5	0	Shimmens . . .	4	1
Lake . . . . .	3	2	Brand . . . . .	4	1
Gillies . . . . .	2	3	Evans . . . . .	3	2
Bodley . . . . .	2	3	Johnston . . . .	2	3
Price . . . . .	2	3	McFadden . . . .	2	3
Jaeger . . . . .	1	4	Milne . . . . .	1	4

However, competition is very keen and the ultimate winner of the "automobiles" probably won't be decided until the last rock has been thrown.

At the annual meeting, November 8, the 1947-48 executive was commended for its good work and duly re-elected en masse, the only exception being the retirement from curling of Bill Dickson, owing to ill health. He was succeeded by Dave Deally as entertainment committee chairman. A mighty important job when it comes to that swell stag at the end of the year, eh boys! Officers re-elected for another term were:

Jack Johnston, president; Bill Evans, vice-president; Harry Shimmens, treasurer; Pat Milne, secretary; Norm Bodley, sick committee.

It looks like another great season for this Wednesday afternoon group. Soop 'er up, boys!

### Notebook For The Bride

(Continued from Page Twenty-Eight)

#### Wedding Etiquette

Every girl wants to be sure her wedding runs smoothly, and to make this possible, the bride's counsellor will give you tips on wedding etiquette. She will also keep a gift register as a service to you and your friends, since it enables you to leave your

gift preferences and helps friends to avoid duplication.

#### LIKE FATHER, LIKE SON

The sons of three well-known Eaton curlers all did well in the recent High School Bonspiel. Don Scott, son of Walter Scott (270), played two extra end games. Don Cameron, whose dad is Finlay Cameron (112), and Brian Knight, son of driver Knight, also turned in good reports.



# TIME OUT FOR ENTERTAINMENT!

High School Curlers Are Guests of the Company at Civic Auditorium



**Top Row**—Left to right: Mr. Robert Jarman congratulates the winners. Mr. Ken Watson announces prize-winners. Mr. R. J. Fry welcomes the young curlers on Company's behalf. Mr. "Googs" Hindle presents the awards. Inset: Oh, boy! Hot dogs!

**Lower Row**—Left: A sea of cokes—"help yourselves, boys!" Centre: A sparkling variety program included Bobby Smith in accordion solos, and former Good Deed Club member; (inset) George Smith, an up and coming magician. Right: Some of the 800 present.

Their curling battles over, young knights of the broom attending the third annual Manitoba High School Bonspiel which opened in Winnipeg on December 28, were entertained by the Company in the concert hall of the Civic Auditorium. Over 800 were present.

With an entry of 188 rinks in the 'spiel and boys from many parts of Manitoba, Ontario and North Dakota, it was heart-warming indeed to look out over this big cross section of healthy, happy Canadian youth! Mr. R. J. Fry welcomed the boys on behalf of the Company. Mr. Robert Jarman, director of physical education, also addressed the gathering.

Prize winners were announced by Manitoba's noted curler, Ken Watson, while presentation of prizes was made by "Googs" Hindle, member of Manitoba Curling Council.

"Cokes" and "hot dogs" were an extra treat, while the variety program also made a big hit. Assisting with the reception, ushering and refreshments were ten Junior Executives under the direction of Paul Herriot, St. Paul's College.

# **BLUE BIRDS SKI CLUB**



## **FIRST OUTING STAGED**

### **Bill Spenceley Re-elected President**

Looking forward to a new season of skiing, some sixty-five members of the Blue Birds Ski Club turned out Wednesday, January 5, for their first meeting in 1949. This event took the form of a ski run in the afternoon, followed by a turkey dinner at the Edgewater Rendezvous. At this time a new slate of officers was elected for 1949.

That skiing is an exhilarating sport was certainly borne out by the sparkling-eyed enthusiasts who embarked on the buses that day! Starting from the end of St. Vital Road they tracked through the park, led by Mr. W. Spenceley (head of department, parcel inspectors, and president incumbent), then up the river to Edgewater Rendezvous.

Following a turkey feast, the election was run off by Mr. Harold Aseltine, honorary president, who founded the club in 1938 and was president until 1946. Mr. Bill Spenceley was elected president for his second term with the following slate of officers: George Gould (women's furs), vice-president; Grace Martin (expense office), secretary; Vic Garbutt (sporting goods), treasurer; Ken Kelpin (carpets), assistant treasurer; Mary Ripley (women's sportswear), Shirley Baldner (expense office) and Jewel Chatwin (drugs), membership committee; Henry Gilbert (sporting goods) and Margaret Goatcher (basement electricals), equipment committee; Ernie Gould (hosiery), Hazel Cooper (juvenile), Gordon Wallace (women's sportswear) and Joyce Lawton (superintendent's office), social committee; Herb Bingham (mail order farm implements) and Una McKenzie (mail order notions), mail order representatives.

### **Ski Events Ahead**

During the evening, President Spenceley gave an outline of the coming events of the club, vouching for a bigger and better season than ever before.

"Trips," he said, "are being planned for every Wednesday afternoon, with special outings to Stony

Mountain, Lockport and possibly Kenora." He also spoke of a few special evening trips for the mail order members who find it impossible to go out Wednesday afternoon.

"The membership of the club is higher than it has ever been before," President Spenceley reported. "It has been on the increase every year since the club was founded. Last year we had 120 members and this year we won't stop until we have at least 150."

### **Olympic Skier to Instruct**

A special feature of interest to both beginners and veteran skiers was the announcement that Bill Irwin, Canadian Olympic skier, will go out with the club a couple of times during this winter season to instruct. For those brimming with enthusiasm over skiing but unable to manage the hickories as yet, ski classes have been arranged by the club to be held every other week-end at Snow Valley or LaRiviere.

Dancing rounded up a grand evening, and feelings ran high that the season ahead will be a wonderful skiing experience!

## **LETTERS OF CREDIT**

(Continued from Page Eleven)

### **And an "Orchid" For**

**Miss Phyllis Hoccom, 901-37**

Stopping Mr. Albert Sizeland (who is in charge of floormen) the other day, a customer expressed her pleasure for the efficiency shown by Phyllis Hoccom (basement store) when figuring measurements of plastic curtain material.

\* \* \*

### **A Nostalgic Note From England**

Writing to ask Eaton's to send a Santa Claus' letter to her five-year-old daughter, Cynthia Jean, a former Winnipeg woman says:

"I wonder if you could send a Santa Claus' letter to my little girl here in England, as nothing like that is done here in Hull (England). One of the stores has a Santa Claus, but any child could see through him. He doesn't say a word to the children and you pay to see him as well. I only wish I was back in Winnipeg and could take my children to your toyland and see your Santa Claus."

(We hope little Cynthia Jean got her letter from Santa—Eaton's saw that it was mailed.)

Thirty-Two

## **"Many Happy Returns"**



Eric Jones (left) is congratulated by his head of department, Mr. Percy Longstaffe, on completing thirty-five years with the Company.

### **TACT**

You are tactful, says some wise man, when you make people feel at home—when you wish in your heart that they were at home, but not in yours.

# DOWN THE ALLEY—With BILL HOGG

## Jack Wood, Bill Stewart and Tom Scott Share Spotlight As Bowling Resumes

The holiday layoff didn't seem to bother the boys at all. They started right in where they left off—Jack Wood rolled a neat 826 count including a brilliant 385 single; Bill Stewart and Tommy Scott were right with him with totals of 824 each. Bill's best single was 329 and Tommy's 317. Hilda Miller kept the girls in the picture by shooting a good 772 score; her top single was 344. Joan Meyer 766, also had a very good night.

**DIVISION 1**—Sam Fleming added a nice 741 (300) count to Bill Stewart's total to give the Set Ups a lovely score of 3205 for the night. The Kentiles got the softest touch of the evening—they picked up three games with a low score of 2335, bowling against their average. Other good scores were: Jack Collett 701, George Bennett 695, Bud Wold 635, Rose Gordon 677, Mary Matthews 657, Lois Bennett 649, Elva Luff 628.

**DIVISION 2**—Scotties are the hottest team in the division, knocking off the early leaders in the last two outings, they are now on top and look like a cinch. Dave Mackie just missed the 700 mark, while John Paterson 653, Al Inglis 616 and Ernie Wall were the next best men. Old eagle eye Gladys Morris was the top gal with 647, and Jean Paterson turned in a handy 616, including a 305 game. That 824 total of Tommy Scott's looks like a new record. What say there, Lorne?

**DIVISION 3**—The Woodbusters continue to rack up some good scores (2806 this time), but are a long way back in the standings. Bill Maskell rolled out another good effort—718 with singles of 269 and 267. A. Harris was right behind him, shooting 711 (303). Next in line for the men were Reg King 646, Guy Cancilla 660, and Elmer Freeman 602. Hazel Tarry (624) has been rolling very well, and Marg Kurz got a nice 607.

**DIVISION 4**—Lafalots have been the pick of the division in recent weeks. They punched out a good 2765 last time out. Bill Robertson was in great form, shooting a lovely 747 total. Next best were Bob Shusterove 669, Clarence Saunders 659, George Niven 637, and E. McFadyen 616. Elsie Course topped the girls with 616, followed by team-mate Ethel McDougal 573, and Noreen Price 572.

**DIVISION 5**—The race in this division has been very close, no one having much of an edge. Les Hawksley fired a good 643 score, followed by Bob Simpson with 632 and Mel Egan 598. Marion Waldie was the top girl with 620. D. Tarrant was in second place with 604. Joyce Lawton slipped a little, only shooting 586.

**DIVISION 6**—No report here this month.

**DIVISION 7**—The Five Spots got together and rolled out a solid 2609. Edna Register was tops with 599, so they all pulled their weight. Needless to say, they took three games off the luckless Scramblers, who seem to inspire the opposition to great heights when bowling against them. Allan Farquhar 648 (270) was the top bowler of the night. Miss J. Short led the ladies with a neat 615 (292) count.

**DIVISION 8**—Scoring was rather low here recently as none of the teams could reach the 2500 mark. Al Kreinke was steady with a good 630 score. Harvey Sheidow (614) also managed to top the 600 mark. F. McLellan rolled three nice 200 games to end up with a neat 622.



**DIVISION 9**—Stampederers led the way for the start of the second series by shooting the night's best total of 2399. Individual scores were away below normal, as only four could top the 600 mark. Clara Thompson was the leading light with 625 (256). Eileen Hoski 616 and Flo Paget 607 also did well. Tom Byachek (618) was the only man to stay on the beam.

## Eaton Mixed Five-Pin Bowling League Team Standings As At January 4, 1949

Division 1			Division 2		
G. O. Joes	W.	L.	Scotties	W.	L.
Jay Dees	11	4	Progressors	12	3
Strollers	10	5	Pushovers	10	5
Set Ups	9	6	Skippers	9	6
Spillers	8	7	Hucksters	8	7
Sparklers	7	8	Sport Togs	7	8
Kentiles	7	8	Maybees	5	10
Greenettes	6	9	Pat's Punchers	5	10
Winsomes	5	10	Drivers	5	10
Rough Riders	4	11	Capitals	4	11
Division 3			Division 4		
Seven Ups	11	4	Lafalots	11	4
Nationals	10	5	Mazumas	9	6
Millwrights	9	6	Selects	9	6
Mixers	7	8	Nomads	8	7
Whizz Bangs	7	8	Majors	8	7
Gay Ones	7	8	Peepers	7	8
Adjusters	6	9	Merries	7	8
Woodbusters	6	9	Monarchs	6	9
Eagles	6	9	Crackers	5	10
Fuzzies	6	9	Penny Pinchers	5	10
Division 5			Division 6		
Alley Byes	9	6	Dustpans	9	6
Hawks	9	6	Rip Saws	9	6
Trotters	9	6	Vetoes	8	7
Wiser Ones	8	7	Try Hards	8	7
Split Atoms	7	8	Zeros	8	7
Red Hots	7	8	B Bees	7	8
Boopers	6	9	Rovers	6	9
Comets	5	10	Raiders	5	10
Division 7			Division 8		
Jewels	13	2	Five Spots	8	7
Jeeps	11	4	Panthers	5	10
Scramblers	8	7	Dandies	4	11
Peppy Pals	8	7	Snowballs	3	12
Division 9			Division 8		
Vikings	3	0	Eurekas	1	2
King Pins	2	1	Westerners	1	2
Zippers	2	1	Warehouse Five	0	3
Division 9			Division 8		
Admirals	3	0	Meteors	1	2
Rubby-Dubs	2	1	Stampederers	1	2
Twenty-Niners	2	1	Wiggets	0	3

Success nowadays is making more money to pay the taxes you wouldn't be paying if you hadn't made so much money already.—*London Answers.*





### BASEMENT STORE

Department 926—Four engagements in one department is quite a record we feel—and that is just what we have. Miss Vivian Foster is wearing John White's ring. Dorothy Seward's diamond came from Mr. Kenneth Hembrow. Miss Jo Patrick and Mr. Matthew Brown are now mulling over the date, as are Miss Lillian Kyan and Mr. Jerry Rurak.

\* \* \*

### MAIN FLOOR

*Notions and Findings in 222—By M. Dann*

Parties, parties, parties! That has been the order of things around the department for the last two months.

The first was held at the home of Mr. and Mrs. Hector McDiarmid, when members of the department gathered to say good-bye to Miss Vivian Kerr, who returned to her home in Quebec. Best of luck, Vivvy!

The gals from the button counter were entertained at a party at Kay Reid's home. So much food was in evidence that the girls were beginning to wonder how they were going to keep their "trim" figures and still enjoy the "eats." They have come up with an excellent recipe for doing just that and are willing to let you in on it—mix your hot dogs with a large portion of jitterbugging, a dash of square-dancing, season with a sing-song and top off with plenty of laughs. Take frequently in large doses and you'll be amazed with the results.

Miss Kay Telford left in November for Edmonton where she became the bride of Mr. Fred Misaen. Kay was entertained at the Homestead before leaving by the girls of the button counter, who presented her with a pair of blankets. She was also the recipient of silver teaspoons from the department. Best of luck, Kay and Fred.

Miss Beth Jenkins is dazzling everyone with a lovely diamond ring. Best wishes, Beth!

Last year the department lost that prized trophy, the bowling cup, to department 224 in an exciting Wednesday afternoon tournament. There are rumors that we are going to have an opportunity to win it back. How about it, 224?

The stationery department gave their blessing to Edith Roy (cards), who became Mrs. George Smith, December 18. Before the big event, Mr. S. Florence, head of department, made a presentation to Edith on behalf of the staff. Our very best wishes to you, Mr. and Mrs. Smith.

Miss B. Deeks (literary guild) left the Company January 14. As a farewell gift, Mr. W. Bucham, supervisor, presented "B" with a handsome piece of luggage and a lovely handbag on behalf of the staff. We're going to miss you, "B."

Thirty-Four

The drug department is beaming over the two new diamonds now sparkling in their midst. The two proud owners of the rings are Miss Edith Easton and Miss Jenny Whitehead (camera counter). Edith's ring came all the way from Fort William for the big occasion, as did the lucky boy, Ed Jansen. Jenny received her ring from Don Pike, and is everybody happy about the whole thing! Best wishes to all of you.

We are glad to hear that Winnie Ferguson (Max Factor demonstrator) is recuperating after her operation. We hope we'll be seeing you soon, Winnie.

Glad to see May Broughton (jewelry) back and looking so well following her recent operation.

\* \* \*

### SECOND FLOOR

*More Diamonds in the Dress Goods*

Two of our girls, Misses Ann Nairn and Millie Kanski, have been flashing their left hands around since the Christmas season. Both are sporting diamonds, and are they proud! Ann's ring was presented by Mr. Fred Wallace on December 18, and Millie received hers Christmas eve from Mr. Michael W. Sennett. Our best wishes to the happy couples.

We are sorry to report that Mrs. Molly Thompson is on the sick list, having been ill with pneumonia, as is Miss Shirley Carter, who is recovering from an appendectomy. We hope both of you will be around again soon.

Mrs. C. Johnston ("Johnnie") left on December 31 to spend her quarter-century holiday in California. Happy holiday, Johnnie, and good wishes from all of us.

\* \* \*

### THIRD FLOOR

A personal shower was held December 14 in honor of Miss Margaret Davies (third floor cake counter), who left recently to be married. The party was held at the home of a former Eatonian, Mona Goodman (coffee bar), and twenty-five girls from 1100 department were there. Gifts of lingerie were presented to Margaret during the evening.

Following the New Year another party was held for Margaret, January 3, at the home of Mrs. Florence Haas (of 1100 department), when the girls met to shower her with kitchen gifts.

Miss Davies was married to Mr. A. Zimmerman at Young United Church on January 8. Best wishes, Marg and "Zip." (See picture on brides' page.)

\* \* \*

### CASH OFFICE NEWS

*By Joan Eldred*

Extra! Extra! Read all about the sparklers in the cash office Christmas week. Penny O'Connell and Joan Piggott arrived at work on December 23 sporting beautiful diamonds. Best wishes to the girls and congratulations to the lucky boys!

Then what oh's and ah's and various other complimentary remarks were flying around in the cash office the morning of December 24 when Nellie Williams arrived at work with a lovely diamond and an extra pretty smile on her face. Best of luck to Nellie and Bill Hicks.

We noticed that Shirley Stanford had a sparkle in her eye—on Tuesday, December 28, another diamond. Good wishes to Shirley and Bill.

Marjorie Stucky had the misfortune to have an appendectomy on December 24. From all recent reports she is making splendid progress. We hope to see you soon, Marjorie.

We are sorry to report that Dot Brown, Alberta Blaikie and Max Smith are still on the sick list, but hope they will soon be well again.

Evelyn Ingram chose January 19 for her wedding day. On Saturday, January 15, Mr. Summers, our supervisor, presented Evelyn with a gift of linen from the cash departments. We wish Evelyn and Bruce all the luck in the world!

Barbara Barkley (nee Barbara Hooper) is the proud mother of a baby boy who was born January 8 at St. Boniface Hospital. Our best wishes to Barbara and Murray.

\* \* \*

#### FOURTH FLOOR

*Furs Say Good-bye to Mr. E. Aubin*

On Friday morning, December 24, the staff of the fur department gathered to wish Mr. E. Aubin, sales No. 13, health and happiness on the eve of his retirement. Mr. Aubin came to Eaton's from the Blue Store in 1931 and, with his knowledge of furs, certainly proved an asset to the department. Mr. Aubin was a great believer in muskrat coats, particularly flanks, and for this reason the girls in the department pinned on his lapel, not a rose nor a carnation, but a beautiful corsage of flank muskrat trimmed with holly. Mr. Aubin said he would treasure it the rest of his life.

Our supervisor, Mr. N. M. Taylor, on behalf of the department, presented Mr. Aubin with a group photograph of the staff in a lovely picture album, and a handsome leather club bag. In his remarks Mr. Taylor thanked Mr. Aubin for his years of faithful service and his wise counselling to the younger members of our department. He also said that as long as Mr. Aubin is active, sales No. 13 will be kept open in the event that he may return, as a tribute to his salesmanship.

In response, Mr. Aubin thanked the members of the department for their gifts and for their friendship over the years. He said that it was time he retired to make way for the younger generation. In closing, he based his success as a salesman on three things: love of his employers, love of his co-workers, love for his work.

On December 4, Mrs. Epps (furs), formerly Mrs. Nan Collyer, left the department. Unfortunately at the time she was ill. We hope that she is now enjoying good health and wish her the best!

A son, Gordon Wayne Patterson, was born to Mr. and Mrs. Dave Patterson (our furrier) on December 30. Congratulations to the proud parents.

Miss Vi Glass (furs) received an extra special Christmas gift this year, a lovely diamond. Best wishes to you, Vi.

\* \* \*

#### MASONIC BONSPIEL WINNERS

A cheer for Bob Gregory (men's furnishings) and Earl Ramsay (first assistant, fire insurance), Eaton members of the rink that won the Masonic Bonspiel on January 5.

#### NOTES FROM THE BEAUTY SHOP

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Beauty and romance go hand in hand. This is our conclusion from the romances which have been springing up in the beauty shop lately.

Miss Lillian Meade (assistant) is now wearing a lovely diamond, and the former Miss May Teague has been Mrs. A. Scrivens since her wedding took place January 12 at St. Stephen's Anglican Church.

In honor of both girls, a luncheon was held in the grill room recently. We also honored our "personality" barber, Ken Pruden, whose marriage took place January 29 to Miss Audrey Ellis.

Presentations were made to the honored guests by Mrs. M. E. Cole, head of department, on behalf of the staff. Miss Teague and Mr. Pruden both received lovely table lamps.

A presentation of a beautiful hostess gown was made during the morning to Mrs. Sullivan, our make-up artist, who is leaving us to make married life her career.

We were glad to see Mrs. M. Patterson (nee Martha Davies, our former make-up girl), who visited us the other day with her daughter, Bertha.

Miss Evelyn McLaren has been away ill and we hope she will soon be back. We miss you, Evelyn.

\* \* \*

#### SIXTH FLOOR GENERAL OFFICE NEWS

*By Ruth Peterson*

Congratulations, Mr. and Mrs. B. Sommerville, on your new baby boy, Richard, who was born November 9.

The general office bowling league is coming along fine. The Andie Dandies took top place in the first series with 14 out of 21 games. The runners-up are Bog Trotters and the Wood Choppers.

The bowlers held their turkey shoot on December 9. The lucky winners were Marg Blanchard with 352 (good bowling, Marg); Helen Hunter with 249, and Jack McGavin with 218.

An office party was held at the Highwayman on December 15. The party was a huge success and rumors are that we are having another in February. Let's keep our fingers crossed.

Everyone missed Mary MacDonald, Babe Loehmer and Irene Adams while they were absent. It is nice to see you all back.

Santa Claus made a surprise visit to the general office and left a diamond on the left hand, third finger, of Bep Peet. The lucky fellow is Henry Schultz.

Ron Russell left the Company on January 15. As a parting gift he was presented with a handsome Waterman fountain pen.

\* \* \*

#### SALES AND EXPENSE OFFICE

*By Grace Martin*

Christmas has left its trail of diamonds glittering in the office.

Shirley Baldner is one of the lovely brides-to-be. She received her ring Christmas eve from John McInnis, and is she beaming!

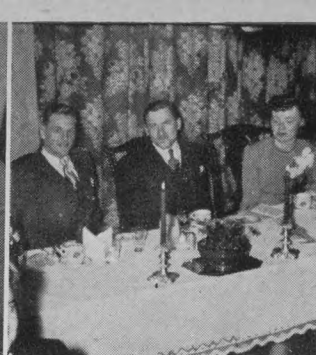
(Continued on Page Thirty-Six)



**WAITING . . .**  
Mr. Frank Carpenter, Mr. Herb Cooper and the bride-to-be, Audrey Kubic.



**MEETING . . .**  
His plane late, Jack McGregor rushes in to greet his fiancée.



**EATING . . .**  
Jack, Mr. Herb Cooper and Audrey.



**DANCING . . .**  
And now Jack and Audrey drift into a waltz.

## When Young Lochinvar Came Out of the West

For Jack McGregor and Audrey Kubic (drapery office) it was a re-union and a farewell at the same time when on December 23 the drapery staff honored them at a dinner.

Jack, who was recently transferred to Calgary as assistant in the drapery department, returned to Winnipeg just before Christmas to take Audrey back with him as his bride. He was due to arrive here at 6:30 p.m. on the 23rd, just in time to be honor guest at the dinner held in the Mikado Room at Moore's. However, because of bad weather his plane was an hour late and the party was at dinner when he arrived.

For Audrey and Jack the re-union was just as wonderful despite the delay. The rest of the department didn't mind waiting either, because it is always grand to have an old friend back, even if only for a short time.

On behalf of the staff, Mr. H. W. Cooper, supervisor, presented Jack and Audrey with a mantel radio and the good wishes of their assembled friends. He lauded Jack for choosing a department girl for his life's partner, as he did himself. "I know you couldn't do better," Mr. Cooper added. Mr. Frank Carpenter, former supervisor, was also in attendance and added his best wishes. A sing-song and dancing rounded out the evening.

Audrey and Jack were married Wednesday, December 29, in St. Matthew's Church, after which they left for Banff, Alta., to spend their honeymoon. The good wishes of their many friends in the Winnipeg store go with them.

### SALES AND EXPENSE OFFICE

(Continued from Page Thirty-Five)

Our best wishes to Margaret Taverner, who is another diamond girl. Frank Kelly is the name of the lucky fellow and December 23 the proposal date.

Another December engagement which led to a December wedding was that of Doris Kaye, who became Mrs. Murray Church at St. Matthew's Church, December 18. Before she left, Mr. R. H. Craik, head of department, sales office, presented her with a lovely gift of linen on behalf of the staff. Our good wishes go with you, Doris and Murray!

All the girls are wondering what happened to that enormous piece of ice Jack Kerby was sporting on Christmas eve. Rumors are that it proved too heavy for his left hand.

Thanks for a wonderful office party to Ethel Woodcock and Margaret Taverner, who handled the arrangements. Over fifty turned out for a wonderful evening—and that's just what they got!

Shirley Barton, who hails from Red Lake, Ont., went home to spend the Christmas holidays . . . the lucky girl. Of course, she had the best Christmas ever.

New Year's eve, 1948, was an especially memorable occasion for Katy Sokum (telegraph office), for that is the evening a lovely diamond became a permanent fixture on her third finger left hand. Congratulations to Peter Ticholas who did the installing, and best wishes to you, Katy.

Thirty-Six

Christmas was a bright day in the life of Joyce Hockley, for on this happiest day of the year Bill Atkinson presented her with a beautiful diamond. Best wishes to you, Joyce and Bill.

\* \* \*

### SEVENTH FLOOR

*Parcel Inspectors*

Miss Barbara Ferguson left December 10 to be married to Ray Trinder in the manse of St. James' United Church. Before she left, Mr. W. Spenceley, head of department, presented Barbara with a lovely lamp from the department. She also received kitchenware from the girls of the second and third floors. Best wishes, Barbara and Ray!

Three of our girls have Christmas diamonds. Miss Terry Nager (fourth floor) received a ring from Mr. Neil Kirkland. Miss Dorothy Haywood (fourth floor) will soon be Mrs. Jerry Renaud, and Miss Ruth Weissig (fifth floor) received her diamond from Mr. Pat Kimpinsky. Best wishes to the girls and congratulations to the lucky fellows!

\* \* \*

### ELEVATOR UPS AND DOWNS

*By Agnes Reese*

Shirley Gibbs, the titian-haired elevator gal, says "thanks a million" for the gifts, messages and kindly visits from Eatonians during her recent spell in hospital. We're glad to have you back, Shirley!



Ethel Myrdal and Anita Jones are back with us after their recent illnesses. Glad to see you again, girls.

We wish to welcome two new girls who have joined us since Christmas. They are Emily Valke and Mildred Anderson.

\* \* \*

### EIGHTH FLOOR

#### *Seventy Present at Alterations Party*

The alterations department celebrated Christmas at Moore's on December 15, when seventy turned out for a festive turkey dinner combined with some gala Yuletide entertainment. Among those present were Mr. J. Ferguson, head of department, and his wife.

As the guests found their places at table, Mrs. Elger, accompanied by Dan Smith at the piano, sang several Christmas songs. She also led off with the after-dinner entertainment. A sing-song of those grand old Christmas favorites was held with Miss H. Lernoine at the piano, followed by a hidden dinner game.

The big surprise of the evening came when three dignified ladies, decked out in 18th century finery, paid a surprise visit to sing Christmas carols for those present. It didn't take long to find out that under all the frills, laces, veils and feathers were three members of the department—Mrs. Kautz, Mrs. Hipgrave and Mrs. Messiere.

Santa Claus did not pass the party by either, as out of nowhere he appeared, laden with gifts for everyone. (Thanks to Dan and also Mrs. J. Anderson, who made Santa's beard a work of art.)

The rest of the evening was spent in dancing those old-time waltzes, with the group singing

### "I Ride the Lone Prairie!"

The journey from Saskatoon, Sask., may seem like a short trip to you, but to Aubrey Calder (record section), who covered it on his faithful horse, "Patch," it's a mighty long way.

After his folk moved to Winnipeg, he decided to come east, too, but not in the conventional manner. Averaging about 50 miles a day, he completed the trip in 14 days.

Aubrey joined the record section just before Christmas.



"Auld Lang Syne" as a finale. The party was voted a perfect wind-up for 1948, and all resolved that 1949 parties are going to be as much fun.

### TELEPHONE TALK

*By Shirley Coleman*

A bang-up Christmas party was held on Tuesday, December 14, at the Homestead by the gals of the telephone department.

Highlight of the evening was the appearance of Santa Claus (Sophie Hanson), who presented each girl with a small gift. The festive season was honored by the singing of many Christmas carols. After a delightful lunch, our party concluded with the singing of "Auld Lang Syne."

### The Friendly Clockmaker Retires—

## Mr. Tom Halliday Off to Toronto

Winnipeg homes are going to miss Tom Halliday who, on December 11, retired from active business. For twenty-eight years Tom won a place in our hearts with his cheery smile and accommodating manner while making his rounds for Eaton's as a clock expert and adviser.

A Lancashireman and clockmaker by trade, Tom Halliday joined Eaton's on February 16, 1920.

Recognized as an authority on the adjustment and repair of grandfather clocks and other fine timepieces, Mr. Halliday was a familiar figure to hundreds of Winnipeg housewives.

On the eve of his retirement he was presented with a pakaway travel case and other gifts. Mr. Bill Davidson (watch repair) made the presentation on behalf of his associates.

A widower, Tom is now residing with his son in Toronto—but on leaving, he remarked: "I'll be back next summer to defend my title." You see Tom is also an Eaton golfer of distinction, having won two trophies—one of them the Grandfathers' Field Day. Best of luck, old-timer!



"Best of luck, Tom!" says Mr. Alex Cranston, head of department (right).

# "So Nice To Be Remembered!"

"Thank you for the hamper of good things you sent us at Christmas" . . . "for that gorgeous turkey" or "the gift basket of fruit, etc.—it is so nice to be remembered!"

A big batch of letters and "thank you" notes came to the Eaton welfare office last month from points right across Canada. A growing file several inches thick, some of these letters were from Eatonians who were unlucky enough to be hospitalized or ill at home during the festive season. Other messages were from former staff members now retired from active business.

It was good to hear from all you folks and to know that you enjoyed the gifts we were happy to send. But for space limitations we would like to publish your letters. However, here are extracts from a random few:

"If the world was only like you people at Eaton's it would be heaven to live in. Thanks a million times."

\*

"On behalf of my father and mother, I have been asked to thank you for the lovely box sent to them at the Christmas season. I chanced to be with them shortly after, on the occasion of their golden wedding anniversary.

"My father joined the mail order department in 1913 and was superannuated in 1939. Now at the ripe old age of 76 he feels hale and hearty. My mother, now 73, is also in excellent health.

"Thanks again to you for the keep-in-touch magazine, Contacts."

\*

"Thanks for your lovely turkey and for all the benefits received during the years I have been retired. It is grand to be an Eatonian. It was with great pleasure I read about the link which completes our late president's (Sir John C. Eaton) dream of an Eaton's from coast to coast."

(This old-timer tried an acrostic)—

"Many thanks for the lovely Christmas package. To claim the honor to have been a member of the Company,

Enjoying the good fellowship which abounded, Continues to remain a pleasant memory as I grow old."

(And also rhymed a bit)—

"I write these few lines to express  
My thanks for all your thoughtfulness,  
And may your years to come still be  
Filled with renewed prosperity."

\*

"Thank you for your Christmas food parcel which reached me on the 24th. It is things like this that bring back pleasant memories of almost twenty years' service with the Company."

\*

"My family and I wish to extend our sincere thanks to you for the Christmas turkey. May the joy it has brought to us be multiplied for you in a happy and prosperous 1949."



Mildred Cushman (sales audit), who celebrated her quarter-century anniversary on December 14 (see write-up in Christmas issue of Contacts), is seen admiring her lovely Swiss boudoir clock. Her desk was especially decked out for the day with a Christmassy floral motif.

\* \* \*

## ALEXANDER AVENUE WAREHOUSE

By J. R. Scott

On the morning of December 24, representatives of the warehouse and printing plant staffs gathered in the lunch room to show their appreciation to

Thirty-Eight

Mary Stewart and the girls for their splendid service during the past year.

Miss Thomas (department W70) placed a corsage of roses on each of the girls. This was followed with a presentation to each one by Mr. J. R. Scott.

Mrs. K. Newell (in charge of lunch room) thanked the committee on behalf of the girls for the kind thoughts and lovely gifts which they appreciated very much.

\* \* \*

## THE OLD YEAR'S LAMENT

By Elizabeth M. Moyer, department 111

Farewell, old earth, I shall be leaving soon.  
My step is weak, I can no longer stay.  
Life's weary road grows steeper with each day.  
And yet, you gladly send me to my doom,  
For in this speed-crazed world you have no room  
Nor time, to spend with age. I take my pay  
In taunts and jeers, and go my lonely way  
With naught before me, save the cold, dark tomb.  
Short months ago, you welcomed me to earth  
And bade me join in feasting and in song.  
Those self-same bells, still ringing in my ear,  
Resound once more; but now, I share no mirth.  
Peal out, ye bells; and sound my parting gong.  
Then mock again; a youthful, glad New Year.



## SECOND FLOOR

Department 122—By G. Burton

Our best wishes go with Leona Rosjav who left, December 31, to be married to Bob Swann, of Los Angeles, Calif. (about the middle of January). Before leaving, Leona was presented with two lovely bedthrows and also other gifts from her friends of 122 and 113 departments.

Helen Check left, December 24, to be married to John Hutton on January 1. Helen's gift from 122 and 113 departments was a pair of bedroom lamps, while the girls of 122 gave her a carpet and a cushion. Lots of luck to you both.

The following girls received rings during the holiday season: Hazel Butt, Rose Marie Kulyk, Olive Lang, Margaret McPherson, Hilda Lobodowsky. Best of luck to all of you from the department girls, and also to Mattie Kowalyk, who received a sparkling ring recently from Gus Foster.

\* \* \*

## THIRD FLOOR

Winnipeg's Largest Christmas Card.

(By A. E. Holmes)

A unique Christmas card used each year by Mr. H. Thompson (1767 department) brings a lot of joy to people passing his house during the festive season.

The card, which stands three feet high and is placed in the garden of the Thompson home, is made of wood, canvas and candy cane. On one side is painted a picture of a snow-covered church through the open door of which come Christmas carols—from a record player in the house connected to a loudspeaker behind the card.

The card proclaims: "Hello—Merry Christmas—Happy New Year." This is the third year the Thompsons have used the card but the first with music. Mr. Thompson hopes to add to its appearance next year. Photographed below.



## FOURTH FLOOR

Women's Shoes Hold Gala Party.

By Mr. J. S. Fowler

Department 38 held its annual Christmas party on December 17 at the home of Mr. and Mrs. K. M. Sutherland. The "rumpus" room rang with laughter during the evening, which was spent in dancing and singing. Santa Claus, in the person of Mr. H. B. McGregor (head of department), presented the gifts. The one presented to Miss Helen Allman was of a very interesting nature!

A beauty kit, donated by Mr. J. S. Fowler (assistant), was drawn for, the lucky winner being Miss Lillian Shadbolt. Mr. C. R. Graham (department supervisor) was an honored guest for the evening.

After lunch, the dance floor again became the centre of attraction for the rest of the evening. We extend a hearty vote of thanks to a wonderful host and hostess—Mr. and Mrs. Sutherland.

\* \* \*

## FIFTH FLOOR

Lorne Quinn (mail order drugs) is extended our sincere sympathy in the recent loss of his young sister.

\* \* \*

## SIXTH FLOOR

Men's Clothing News—By Mr. W. J. Johnston and Miss J. Page

Our best wishes go with Miss Priscilla Adair who left, December 4, to become the bride of Thomas Hankins. Before leaving, Mr. J. E. Dolan, head of department, on behalf of the staff, presented Priscilla with a handsome lamp table. The girls of the department held a dinner at the Homestead to honor the bride-elect and presented her with a beautiful lamp. She was married at a quiet wedding on December 11. After a honeymoon in the United States, the happy couple will make their home in Winnipeg.

The girls of the department celebrated the Yuletide season by holding a Christmas dinner at the Homestead. Complete with turkey and trimmings, with gifts for everyone, the evening was enjoyed by all.

Curlers! Beware of department 29's hog liners. If you haven't already met them, be sure and pack your rink.

On December 31, Mrs. Bea Walls decided to call it a day and spend her time at housekeeping. Before leaving the Company, Mr. J. E. Dolan presented her with two beautiful hand-embroidered table cloths on behalf of the staff. In reply, Bea said she was going to miss everyone very much. We're going to miss you, too, Bea!

(Continued on Page Forty)



## Seen and Heard in the Mail Order

(Continued from Page Thirty-Nine)

### SIXTH FLOOR

We extend our sincere sympathy to Mr. James Burns (mail order staples) in the recent death of his brother in Ireland.

#### *Mail Order Dress Goods News*

Department 33 held their annual Christmas dinner and party on December 22 at the Homestead. Santa Claus made a startling entrance by sliding down the bannister smoking a big fat cigar and jingling a set of bells (a rare sight, indeed, but you might expect that of Veronica Walsh). After the presentation of the gifts, the evening was spent in novelty games and a sing-song. Our thanks to Winnie Crowston for her efforts in planning this enjoyable evening.

We are glad to report that Ethel Sheidow is convalescing favorably after her recent tonsilectomy.

\* \* \*

### SEVENTH FLOOR

*Departments W3 and W4, Mail Order.*

*By Muriel Fraser*

Just before Christmas, Kay Herold appeared one morning wearing a very happy smile and a beautiful diamond. The lucky man is Bob Stalker, of Vancouver, formerly of Winnipeg—and we do mean lucky! All our best wishes, Kay!

We are glad to hear that Kay MacLennan is making a good recovery from her recent operation. Come back soon, Kay.

Welcome back also to Billy Taylor, after a long session of illness.

Congratulations to Barbara Murray and her prize-winning bowlers! It was tough going for a bit, Barbara, but you finally made it!

*Departments W10-11-46—By Miss M. Pariseau and Mr. J. Johnston*

Another new ring is on display. Helen Wiebe is wearing a diamond on that important finger and the lucky man is Wilfred Kurtz, of Melita, Man.

Our sincere sympathy is extended to Margaret Bircham and family in the recent loss of their father, who passed away January 16. We also wish to express our sympathy to Ed Greenley and family, whose father passed away January 17.

\* \* \*

### EIGHTH FLOOR

*Departments 173, 167, 159—By D. Balsdon and R. Soutter*

A member of the mailing list staff who left on December 24 to be married was Miss Helen Schmautz, who became the bride of Mr. Leonard Payne at Norwood United Church on January 1. Helen was presented with a lovely bedthrow from the department. Best wishes to you both.

Three gals to receive diamonds recently were Terry Miller, Elsa Gundstrom and Julia Ladyshefski. Our good wishes, girls!

We are pleased to see Misses Dorothy Smith and Gloria Gorowski back again after their recent illnesses. Still on the sick list are Misses Marion Donnet and Pearl Chapman. We hope it won't be long before you are back with us again.

Our deepest sympathy goes out to Margaret Ford in the recent loss of her mother.

Miss Evelynne Rome started the New Year out right with a diamond! Our best wishes to you, Evelynne.

#### *News From 116—By Miss D. Hunt*

Miss Mary Raccio left the department on January 4 to be married to Percy Cadman, January 8, at Holy Rosary Church. Before leaving, Mary was the recipient of a lovely bed throw from the department as well as many gifts from friends. Our good wishes to you, Mr. and Mrs. Cadman!

Best wishes to Misses Phyllis Aullo and Enid Brown, who both became engaged at Christmas. And what beautiful rings!

The sincere sympathy of departments 118 and 118A is extended to the family and relatives of Mr. Ralph Keough, who passed away suddenly, January 17.

#### *Department 117—By Miss M. McDonald*

Best wishes to Emma Mehmel (budget plan 117), who became engaged on December 28 to William Norris. Best of luck, Emma and Bill.

What's all this talk we hear of Jacky Hudson being a fan dancer for the staff "Talent Hunt?" Best of luck, Jacky!

#### *Department 118—By Miss J. Baynes*

On December 28, Doreen Sargent left to be married in Toronto to Mr. Nick Bernier. On leaving Doreen was presented with a handsome travelling case from the department, as well as many gifts from friends in the department. Everyone joins in wishing Doreen and Nick years of happiness together. Hope you like Toronto, folks!

It was good to see Marge Rogan back after her recent accident, as we all missed that cheery grin of hers. Couldn't you have celebrated the New Year in a less painful manner, Marge!

#### *Department 161—By Miss E. Norton*

Mary Ann Bast was married to Chris Payne on January 15 at her home. Before she left she was presented with a lovely bedspread from the department and from her associates a handsome lamp and towels.

Elona Rental was married on December 25 to Ernie Gaetz. She received pyrexware from the department and silver spoons and a vase from her associates before leaving. Best wishes to all!

It was a happy Christmas for Marian McKenzie when Bill Paice placed a lovely diamond on her third finger, left hand.

Dot Esselmont received her ring on New Year's eve. The lucky man is Lorne McIntyre. Best wishes to both of you.

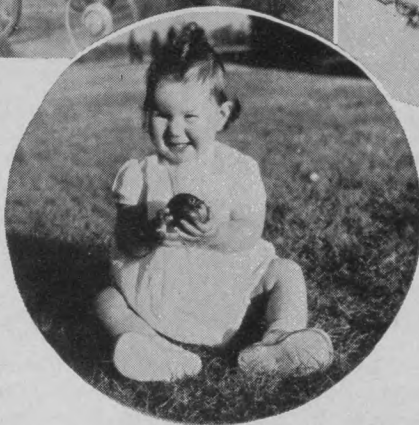
Clara Valvich and E. Register have returned to work after being ill recently.

Helen Kowalwich and Gertrude Murray were ill but have now returned to work.

Margaret Wheeler is now convalescing and wishes to be remembered to all.

Our sympathy is extended to Hazel Tarry and family in the recent loss of their mother.

(Continued on Page Forty-Two)



## More Valentine Sweethearts

These bright-eyed little sweethearts are still too young to steal the heart of some unsuspecting boy or girl, but not the love of their proud mommies and daddies!

Top Row—Left: James Leslie King, two-year-old son of Reg King (lingerie). Centre: Bobby and John, children of Mrs. Thornborough, Sudbury (formerly Nurse Ferelith Howe, an Eaton visiting nurse, and affectionately remembered by her many friends in Winnipeg). Right: Rosalind Leslie, three, is the daughter of Frank Harper (first assistant, fruits).

Lower Row—Centre: Joan Raybould, granddaughter of Mr. A. Raybould (tailors). Right: Allan Miller, son of Mr. Tom Miller (city advertising).

## 35 YEARS AFTER

### Photographic Memory Produces Picture In a Flash!

People who apply themselves to a particular line or calling often develop very remarkable memories in connection with their specialty.

Stories are told of railwaymen who can remember the numbers on a whole train of box cars. Detectives can remember a face for years, and actors can remember lines they recited in childhood. A case recently came to the notice of Contacts which had its origin in our own photographic laboratory.

A customer recently visited the Vancouver office of The T. Eaton Co. of British Columbia Limited and described a picture which had been taken in East Kildonan in 1907. About the years 1912 or 1913 this picture had been used as an illustration

on the Winnipeg camera counter photo finishing envelopes.

The customer was not very exact about the facts but stated she would like to obtain copies of the picture because the boys were relatives.

The matter was drawn to the attention of the department head of 1764 photo department, who not only remembered the photo from the description, but went to a cupboard and produced within three minutes the only copy of the photo which is still in existence. Within twenty-four hours a copy and the original was on its way to the customer in Vancouver—this after having been in a box in a cupboard for thirty-five years!

## HAPPY IS THE MAN WITH A HOBBY!

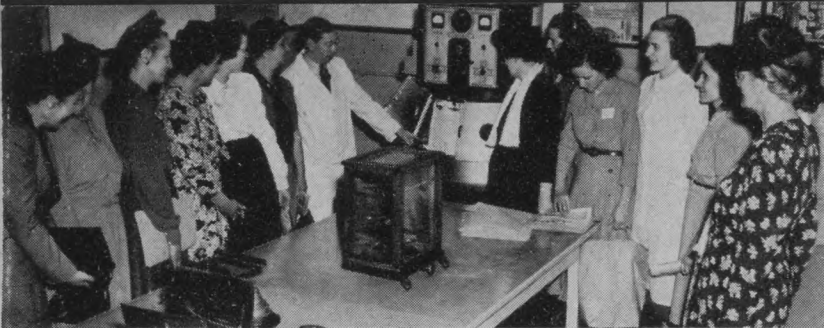
All Hobby-Minded Eatonians Are Reminded of the Coming

### HOBBY SHOW!

Open to all Winnipeg staff members, this exhibition of homecraft and hobbies will be held in the Spring at a date to be announced later. Meanwhile, get busy, folk! These long, cold winter evenings are ideal for woodworking, painting, modelling, photography, tropical fish, bee-keeping\* and other absorbing hobbies!

**PRIZES WILL BE AWARDED**

\*We apologize to the bees if it's too early to start buzzing around with this one.



#### A Visit To The Eaton Research Bureau

Top Picture—Mr. Bob Oliphant demonstrates the Fadeometer machine, which determines the sun-resistance quality of fabrics.



Lower Picture—The ladies were also keenly interested in laboratory tests demonstrated by Mr. Garth Chalmers.

## Farm and Home Week Delegates are Guests of Eaton's

It was a cold, stormy day when, on December 16, Eaton's had the pleasure of welcoming 75 women from various parts of the province who were visiting Winnipeg as delegates to Farm and Home Week. The convention was sponsored by the Manitoba Department of Agriculture in co-operation with the Chamber of Commerce.

The rough weather did not seem to bother the good ladies and they chatted enthusiastically about their visit during luncheon in the assembly hall as guests of the Company. Mr. A. H. Young, mail order superintendent, and Mr. Gordon Muirhead welcomed the delegates while vocal selections by J. Roy Firth accompanied by Tom Laidlaw, rounded out a delightful luncheon.

Miss Frances McKay, director of women's work for the extension service (Dept. of Agriculture), voiced the thanks of the delegates. Woman-like, she ended her bright little speech with: "It's a real treat to enjoy a luncheon you haven't prepared for yourself." The party then left on a tour of the mail order.

Pictured above are some of the delegates being shown over the Eaton research bureau. Nice to have met you, Mrs. Manitoba, do come again!

### NINTH FLOOR

Department W1—By May Scott

Miss Ray Patching is now up and around, according to all reports, and we hope it won't be long before she is back with us.

Best wishes to Miss Amy Irvine on her recent engagement. \* \* \*

### CANDY FACTORY NEWS

By N. Joyce

Congratulations to Mr. and Mrs. Harold Rothwell on the birth of a daughter recently. The young lady appeared November 26, tipping the scales at 6 pounds 15½ ounces. Her name is Patricia Louise. \* \* \*

### PAINT SHOP QUERIES

Chuck Smith is now curling a much better game. What can the reason be?

We wonder who is going to come out on top of the three paint shop curling rinks—Young's, Duncan's and Milne's. We are of three different minds over here, but we are all agreed that the next few games should prove more than exciting.

### PRINTING PLANT PATTTER

By B. Goulet

On December 17, the girls of 1745 held their annual Christmas banquet at the Homestead. After polishing off the turkey and trimmings, the crowd took in a show.

On the Good Deed radio broadcast, December 18, Carol Ann Endersby received a Gold Star pin for her recitation, "The Very Idea." Her proud daddy is Tom Endersby, night pressman.

Off our sick list are: Walter Paige (Contacts' man), Pete Macintyre, Ada Bannister and Bill Ferrier.

Mr. and Mrs. Rennie Johnson are now the proud parents of a bouncing boy, Renald, born December 8.

Mr. Dave McDonald was presented with a beautiful torchiere lamp by the staff when he left the service of the Company on December 31. Sorry to see you go, Dave!

We are sorry to hear Arthur Farrow is in hospital, and wish him a speedy recovery from his operation.



## IT'S YOUR ORCHESTRA!

Winnipeg has at last entered the major league of symphony orchestras. The first and second performances, December 16 and January 17, have established that. There are three more this season, scheduled for February 7, March 21 and April 18.

You do not have to let your hair grow long nor do exercises to heighten your brow to enjoy the Winnipeg organization. Your friends and neighbors were in attendance at the first concert . . . some of them were in the orchestra . . . and they weren't doing all that applauding to keep warm. There they were, hundreds of them, gallery, pit, full of them, listening to every note and then asking for more and more. Oliver Twist was modest in his demands compared to them. More they would have. . .

And, best of all, practically anyone could afford it, for the season's tickets were little more than the price of a good box of chocolates. It's a lot of fun for the money. Indeed, it's the kind of fun that you cannot well reckon in money terms. Willing to try anything once, you join that wonderful Winnipeg way of undisturbed listening and presently a sense of satisfaction settles upon you, a curious tingling, golden delight.

The Winnipeg Symphony Orchestra is bringing to us the treasures of other nations, treasures that have lingered and glowed down the centuries, treasures that have endured through prosperity of sunlit days and through nights of weeping. It is bringing to us some new things, too, and some of these are our own Canadian composers' works.



### *Manitoba Medical Service News—*

## THE FAMILY SUBSCRIBER

The "Family Contract" includes the subscriber, his wife, and all unmarried children under the age of 19 years. When your children attain the age of 19 years, they automatically cease to be included as dependents, and the subscriber is notified to this effect, at which time the deleted dependent is given the opportunity of applying for his or her own individual contract, subject to all regulations applicable to new subscribers.

Should there be a change in your marital or family status, please notify the Association immediately so that the proper adjustments can be made to your Contract.

**No Protection Can Be Provided For Dependents  
Not Registered With the Association**



**OPENING DATE FOR EATON GROUP IS  
FEBRUARY 1 TO FEBRUARY 28—PROTECTION  
COMMENCING APRIL 1**

For further information, please contact the Staff and Welfare Office,  
Second Floor, Store

# CONTACTS

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## In Memoriam



### HELEN IVY DRISCOLL

The death of Miss Ivy Driscoll who passed away on Thursday, January 13, at Grace Hospital, is deeply mourned not only by her associates in the cashiers department, but also by hundreds of friends both in and out of Eaton's. "Ivy" as she was affectionately known, celebrated her 40th anniversary with the Company on August 6 of last year and was planning to retire shortly.

Miss Driscoll was born in Reading, England, and came to Canada in 1905. Throughout her long experience as a cashier with Eaton's, she was not only accurate and dependable, but was also beloved for her kindness, thoughtfulness and womanly qualities that drew people to her and proved a valuable aid in training the younger girls. Ivy loved people and was never happier than when engaged in some act of kindness. Modest and generous to a fault, her good deeds

were performed so quietly that many of them will never be known.

Surviving are her brother, Mr. W. E. Driscoll, a local barrister; and a sister, Mrs. James Croft, with whom she resided. To them goes our deepest sympathy.

### MISS RUTH BLACK

Our sincere sympathy is extended to the family and friends of Miss Ruth Black who passed away December 18. Miss Black had been on the parcel inspectors' staff since October, 1944. She was 24 years of age and had been ill for about a year.

A diligent, well-liked Eatonian, Ruth will be missed by her associates. She was a member of John Black Memorial Church.

**We extend our deepest sympathy to the following Eatonians who recently lost someone dear to them:**

#### **In the Loss of a Father**

MISS J. SHORT (printing)  
MR. J. A. RODGERS (men's furnishings)  
MISS E. THOMPSON (cash office)  
MR. H. RODGERS (boys' furnishings)  
MISS G. LERNER (mail order packing)  
MISS A. BARHAM (cash office)  
MISS H. DRIER (budget plan)

#### **In the Loss of a Mother**

MR. J. McCLURE (first assistant, city despatch)  
MISS N. OSTOPOWICZ (mail order packing)  
MISS C. FORDUZKA (mail order jewelry)  
MISS C. HENNING (fancy goods)  
MRS. H. TARRY (mail order cashiers)  
MR. C. EARL (mail order carpets)  
MR. S. BURNS (receiving room)  
MISS F. KOWLYK (1100 department)

#### **In the Loss of a Brother**

MR. H. CRAIG (mail order staples)  
MRS. H. DOUGLAS (mail order stationery)  
MR. T. CRAIG (receiving room)  
MISS M. CANTAFIO (mail order copying)  
MR. L. WILDMAN (elevators)

#### **In the Loss of a Sister**

MR. N. CAPAR (men's clothing)  
MRS. D. TURNER (receiving room)  
MR. L. QUINN (mail order drugs)

#### **In the Loss of Her Husband**

MRS. A. CHIDDINTON (1100 department)

#### **In the Loss of His Wife**

MR. W. OSBORNE (service groceries)  
MR. L. REEDER (draperies)

#### **In the Loss of a Baby**

MR. S. JENKINS (optical)

## In Memoriam

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### RALPH KEOUGH

A veteran Eatonian of over thirty-seven years' service, Mr. Ralph Keough (mail order complaints) passed away suddenly on Monday, January 17.

Mr. Keough was born in Toronto but came to Winnipeg at an early age. During World War One he served overseas with the Army Medical Corps. Before joining the mail order complaints staff he was for some years with the employment office.

Ralph was a keen sportsman. He starred in ten-pin bowling in his earlier years, and will be especially missed in Eaton curling circles.

Surviving are his widow, the former Vivian Brennan (who was a member of the adjusting bureau), a daughter, Barbara Ann, at home; one brother, Mr. Harry Keough, manager of Eaton's, Saskatoon; and two sisters, Mrs. Louise Drover, of the Eaton nursing staff, and Miss Mary Keough of Winnipeg. Mr. Keough was laid to rest in Brookside cemetery.



### ARCHIE MAITLAND

It is our sad duty to report the passing of Mr. Archie Maitland, who died on January 7. He was 66 and had retired from active business on September 30, 1948, after twenty-nine years with the Company.

Archie was born at Kirkmuirhill, Scotland, and worked in the coal mines of his native land. Coming to Canada, he was with Robinson & Co. for some years. He then joined Eaton's and spent eighteen years with the china department, where he is said to have been one of the most expert china packers in the business. Mr. Maitland's last eleven years of service were with the night watchmen's staff.

He leaves a widow and married step-daughter. "A good neighbor and a staunch friend who will be greatly missed" is the tribute paid to Archie by those who knew him best.

### ANDREW SAVAGE

Andrew Savage, a member of our investigation staff since 1936, passed away on Tuesday morning, January 11. He was 52.

Born in Belfast, he attended the Belfast Technical school and during World War One served with the Royal Army Medical Corps. Quiet-mannered, friendly and highly dependable, Andy won the respect and admiration of all who knew him. While a skilled golfer, in the field of photography he was a true artist and loved to go on photographic jaunts with a movie camera.

Besides his widow he leaves a mother, sister and brother in Toronto and a sister in Winnipeg, to whom our deepest sympathy is extended.



### HARRY THOMPSON

Harry Thompson, a member of our garage staff for the past 22 years, passed away on Tuesday, December 21—his 60th birthday. Like most good fellows, Harry had a nickname, being widely known as "Turk." His happy disposition will be greatly missed by all who knew him. A veteran of World War One, Harry served overseas with the 78th Battalion. He leaves a widow, two daughters, Eileen, with the cashiers, and Ethel; also a son, Harold.



# CURLING QUEENS IN ACTION!

Random Shots at the Eaton Curling Rink



*Above are shown a few members of the Eaton Women's Curling Club which now numbers thirty rinks.*

*Top Row—Left (left to right): Gertie Ross, Helen McKay, Mina Slater, Mary Bell, Alice Barker and Vera McCaw. Right: Mary Ewing in action. Inset: Alice Barker.*

*Lower Row—Left: Norma Burkett watches as Jackie Bond throws the rock. Right: Kay Chisholm and Ann Longmuir.*